

LIFE



PRESIDENT TRUMAN

NOVEMBER 22, 1948 **20** CENTS
YEARLY SUBSCRIPTION \$6.00

World's most wanted ^{gift} pen-
Parker "51"



Give writing ease
to touch his heart—or hers

FIRST COME, FIRST SERVED! SO DON'T
MISS OUT—CHOOSE YOUR PARKER "51"
PEN AND PENCIL EARLY.

Last Christmas, nearly half those seeking these gift sets were disappointed. It could happen again! For the Parker "51" is the world's most-wanted pen . . . as proved by 83 surveys made in 34 countries.

Paired for beauty and precision, these pens and pencils were born to kindle true pride. And to rest the hand that writes!

The pen has a point that starts instantly . . . glides without effort. No blotter is ever needed! For the Parker "51" *writes dry* with the new Superchrome Ink which has been created exclusively for it.

See your Parker dealer now. Choice of gift colors. Sets, including the new *demi-size*, \$18.75 to \$80.00. Individual pens, \$12.50 and up. Pencils, \$6.25 and up. The Parker Pen Company, Janesville, Wisconsin, U. S. A., and Toronto, Canada.

COPY, 1948 BY THE PARKER PEN COMPANY

"51" writes dry with wet ink!



**The saddest day of the week ...
for some people!**

SHRINKAGE IS CERTAINLY shameful ... in these bright, modern times!

And the day-after-washday can be a mighty miserable day—for girls who buy cottons without looking for "Sanforized" on the label.

So shop smartly ... demand to see the "Sanforized" trademark on every washable cotton you buy. It's the sure-and-sensible way to buy clothes that won't ever shrink out of fit, out of style.

**The style will never shrink away from
the dress with "Sanforized" on the label.**

•SANFORIZED•

TRADE MARK

This One



AAZ3-EQ8-TWP2

Cluett, Peabody & Co., Inc. permits use of its trade-mark "Sanforized," adopted in 1930, only on fabrics which meet this company's rigid shrinkage requirements. Fabrics bearing the trade-mark "Sanforized" will not shrink more than 1% by the Government's standard test.



BIG 12-inch picture tube gives you clear, sharp pictures

Here's genuine "big picture" television for your home! Gives you pictures a whopping 72 square-inches BIG! So perfectly clear, sharp and steady you see *all* the action . . . easily, comfortably, even in broad daylight. Enjoy it — plus complete FM broadcast — with the new Crosley Spectator 9-407M.

One-year Service and Replacement Warranty . . . available to all owners of Crosley television sets.



Be safe, be sure. See your Crosley television dealer before you buy.

BIG picture **TELEVISION**
plus complete **FM** broadcast receiver

CROSLEY

Spectator

TELEVISION

new Crosley *Top-Ten*
model with FM

Just out! Combines bright, clear television and complete FM broadcast reception at a modest price! Features 10-inch picture tube with 52 square-inch screen. Yours in smartly styled lime oak as illustrated, Model 9-413B; or richly finished mahogany, Model 9-403M. Visit your Crosley dealer for a demonstration.

See your Crosley dealer now **CROSLEY**

Division—*AVCO* Manufacturing Corporation
Cincinnati 25, Ohio

Shelvador® Refrigerators • Frostmasters • Radios • Radio-Phonographs • Television

© 1948



Want to hear what you'll be saying soon?



NORMA HALVERSON, business woman, Salt Lake City, Utah: "My new car came equipped with Super-Cushions—and they're wonderful! Steering shock has been eliminated almost completely, and bumps—Super-Cushions just glide over them. These tires make your car stop so much quicker . . . And their big size adds a lot to the appearance of a car."



EMILE SCHURMACHER, writer, N. Salem, N. Y.: "Since I got Super-Cushions in January, I've covered thousands of miles in the Southwest and all over the country. How these tires smooth out the roughest roads! Never have I had such driving comfort—or such a feeling of safety. These tires really grab hold on any road . . . hairpin turn, wet concrete, or sandy desert."



HAROLD A. HENSELL, farmer, Mill Creek, Ind.: "Super-Cushions make my car seem to float along—even on our washboard country roads. And I get better traction in wet weather. No slips or sideways, and much faster stops."

Conventional Tire



Ordinary ride

Super-Cushion



New softer ride

Softer Ride! The Super-Cushion is bigger and softer. It runs on 24 pounds of air! It soaks up road shocks, jolts, jars, and vibrations. This means you get a smoother, *softer* ride. It means less wear on your car, fewer rattles, fewer repair bills!

Conventional Tire



Regular-size "footprint"—ordinary traction

Super-Cushion



Bigger "footprint"—New greater traction

Remarkable Safety! The Super-Cushion has larger contact area with the road. You get a new ease and stability in car handling. Your car seems to hug the road, to flow through traffic, to float around curves. And you get quicker, safer stops!



MODERNIZE the riding comfort, ease of handling, and safety of *your* car! Super-Cushions will fit its wheels—so see your Goodyear dealer today!



MORE PEOPLE RIDE ON GOODYEAR TIRES THAN ON ANY OTHER KIND

The new *Super-Cushion* by **GOODYEAR**

We think you'll like "THE GREATEST STORY EVER TOLD"—every Sunday—ABC Network

Super-Cushion T. M.—The Goodyear Tire & Rubber Company

"I married into a family of six-year-olds!"



My first Christmas with Tom's family in Portland, Oregon—what an initiation! Father rousing everybody with a toy trumpet at 6 A.M. Mother happily licking a candy cane and bringing us all coffee. And a big stocking, full of jokes, draped by my bed!

By the time we'd gathered around the tree for family presents, I was almost scared to open mine. Fireman suit? Live alligator? Nope—a windfall of Cannon Percale Sheets, smooth and white as a Christmas snow scene!

I hugged my mama-in-law. "You lamb!" I said. "Just last night, drowsing off on *your* dreamy percales, I told Tom I did wish *our* budget could stand some!" Tom's mother gave a giggle. "Come in on a family secret," she said. "Cannon Percale beauties cost just a little bit more than heavy-duty muslins!"

She took one and held it up to the Christmas-tree lights. "See how fine-woven?" she asked. "Makes Cannon Percales lighter-weight—easier for bed-making and laundering. And talk about wear..." "Break it up, girls!" roared father, who had pasted on some cotton whiskers. "Santa's coming!" "Nope," I grinned, "Santa just *came*!"


P.S. What gal wouldn't glow, to discover lovely Cannon Percale Sheets when she unties Christmas wrappings? Give the traditional sparkling white, or beauties scalloped in new flower garden pastels. And hear the Christmas cheers!



Cannon Percale Sheets

1. AGITATOR ACTION  washes clothes cleanest!

2. OVERFLOW RINSING  makes clothes sweetest!

3. Single-tub SPIN DRYING  leaves YOU freshest!

You get all three with

THOR AUTOMAGIC WASHER

Even the children's dirtiest clothes are washed beautifully clean with the Thor Automagic.



THOR AGITATOR ACTION
means world's best washing. No pre-soaking. No special soaps. Gentle—but gets things really clean!



EXCLUSIVE THOR AGITATOR-OVERFLOW RINSE
loosens dirt and soap curds and floats them away at the top—a continuous rinse with constantly changing water that gets clearer and clearer.



THOR SINGLE-TUB SPIN-DRYING
means no tussling with a wringer—no lifting heavy, wet clothes. Gets out 25% more water... works faster... easier on clothes... speeds drying.

No costly, complicated installation is necessary with the Thor—no bolting down, no concrete base. Put it anywhere, upstairs or down.

**You do your washing with your fingertips
No Wringer—No Rinse Tubs—No Lifting
No Hard Work—Just flick a switch, that's all!**



All the work you do is flick this little switch.

Here is a washer for every woman who hates wearisome work but loves clean, sweet clothes. Now dreary washdays can become happy days, for this wonderful new Thor Washes, Rinses, Spin-Dries while you relax.

The grandest part of it is that the Thor Automagic does washing that's cleaner and rinsing that's more perfect than you have ever known before from either new-style or old-style machines! That's because of three features: (1) Thor Agitator Action, the best washing method ever developed, (2) Thor Agitator-Overflow Rinse that floats soap curds away at the top, (3) Thor high speed Spin-Drying that gets out 25% more water than a wringer.

Compare these three wonderful advantages with any other washer on the market of any style or at any price. Then you'll come home a winner... with an Automagic Thor!

Complete price,
including normal installation

\$229⁵⁰

THOR CORPORATION • Chicago 30, Illinois
Thor-Canadian Company, Ltd., Toronto, Canada
Plants in Chicago, Illinois; Bloomington, Illinois; El Monte, California; Toronto, Canada; London, England

**And for only \$79.95 you can add this
THOR AUTOMAGIC DISHWASHER UNIT**

*Washes, Rinses, Sanitizes and Dries your dishes—
Washes better than by hand—
Saves at least an hour of work a day.*

Here are features no Dishwasher ever offered before. Uses less water than any other Dishwasher—often less than for dishpan washing. Safe and gentle—only the water moves. Washes, rinses and sanitizes the dinner dishes in just five minutes—and does it electrically as you flick a switch.

Dishwasher is beautiful Stainless Steel Unit that slips into machine in place of the wash tub. Dishes never touched by anything used in clothes washing. Switching Units takes only 1½ minutes.



**Thor
AUTOMAGIC
WASHER**

REG. U. S. PAT. OFF.

so easy



exclusive with
GRUEN
CURVEX

The revolutionary **curvametric***

It's the new Gruen Curvex*...the watch everyone is asking about, talking about, and hailing as the century's greatest development in watchmaking! And you can see why—at a glance! For this is the only watch in the world with the patented Curvametric* movement—the only watch with a movement that actually curves to fill the wrist-curved case to the maximum! The world's only truly curved wristwatch!

The sensational Curvametric movement makes the new Gruen Curvex *much more than a beautiful watch*. It gives the Curvex amazing new accuracy—accuracy that comes from a movement that fills the maximum space in the curved case with larger, sturdier, therefore more dependable parts. No other watch has a curved movement but the patented Gruen Curvex. A brilliant watchmaking achievement...Curvametric

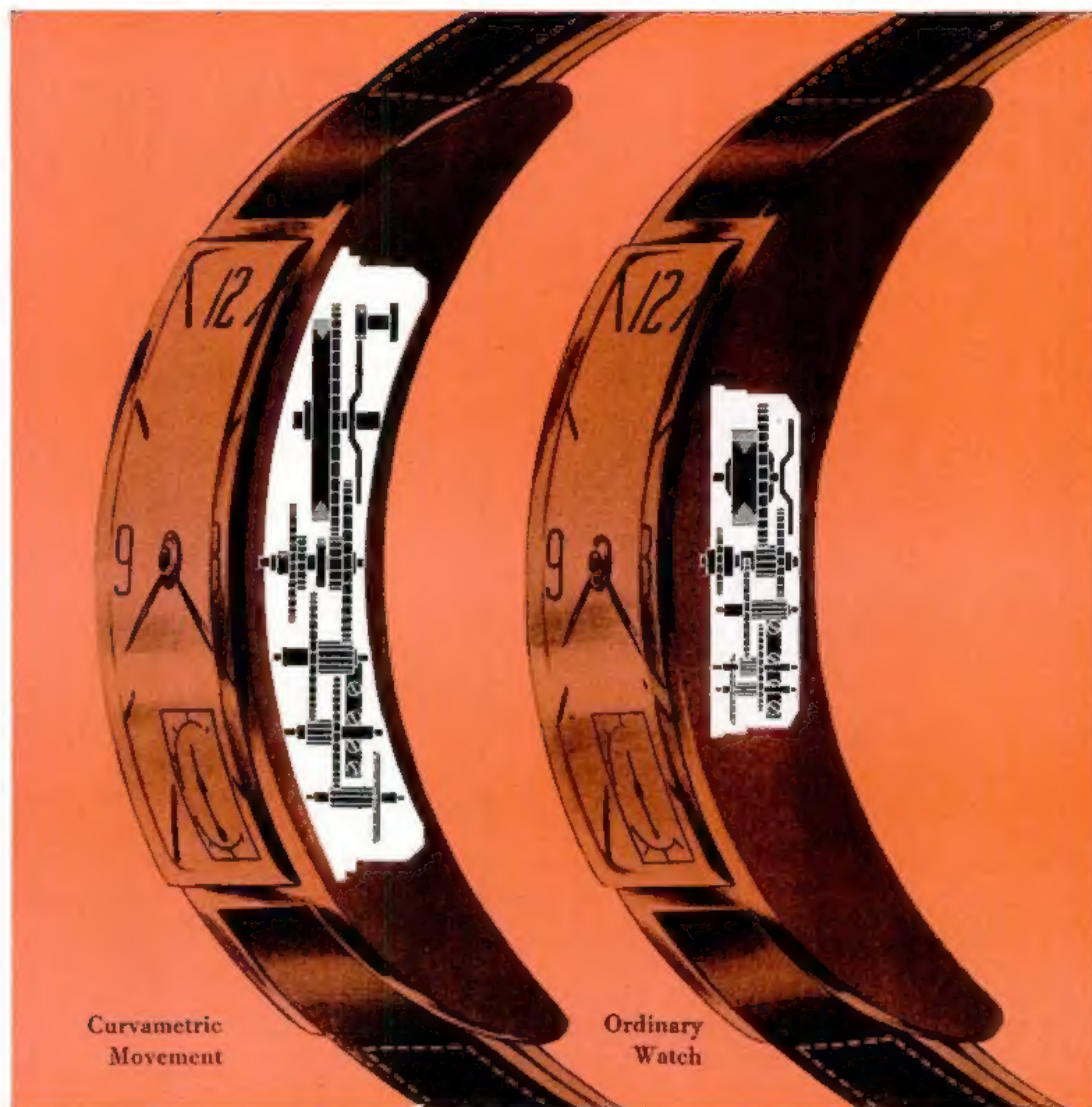
makes the Gruen Curvex thinner and more beautiful than ever. Distinguished new styles for men and women, from \$49.75 including federal tax. See them at your Gruen jewelers today. Gruen, the Precision watch, is the official timepiece of Pan American World Airways. The Gruen Watch Company, Time Hill, Cincinnati 6, Ohio. In Canada: Toronto, Ontario. For cherished gifts, consult your jeweler.

to see why

this greatest
achievement
in
watchmaking



is winning
nation-wide
acclaim
for amazing
accuracy



Gruen Curvex with Curvametric Movement—Both case and movement curve together. Movement fills curved case to maximum. Result: bigger movement; therefore larger, more dependable parts, greater accuracy.

Ordinary Watch—Case curved, movement flat. Flat movement cannot fill curved case. Result: smaller movement; tinier, less sturdy parts.

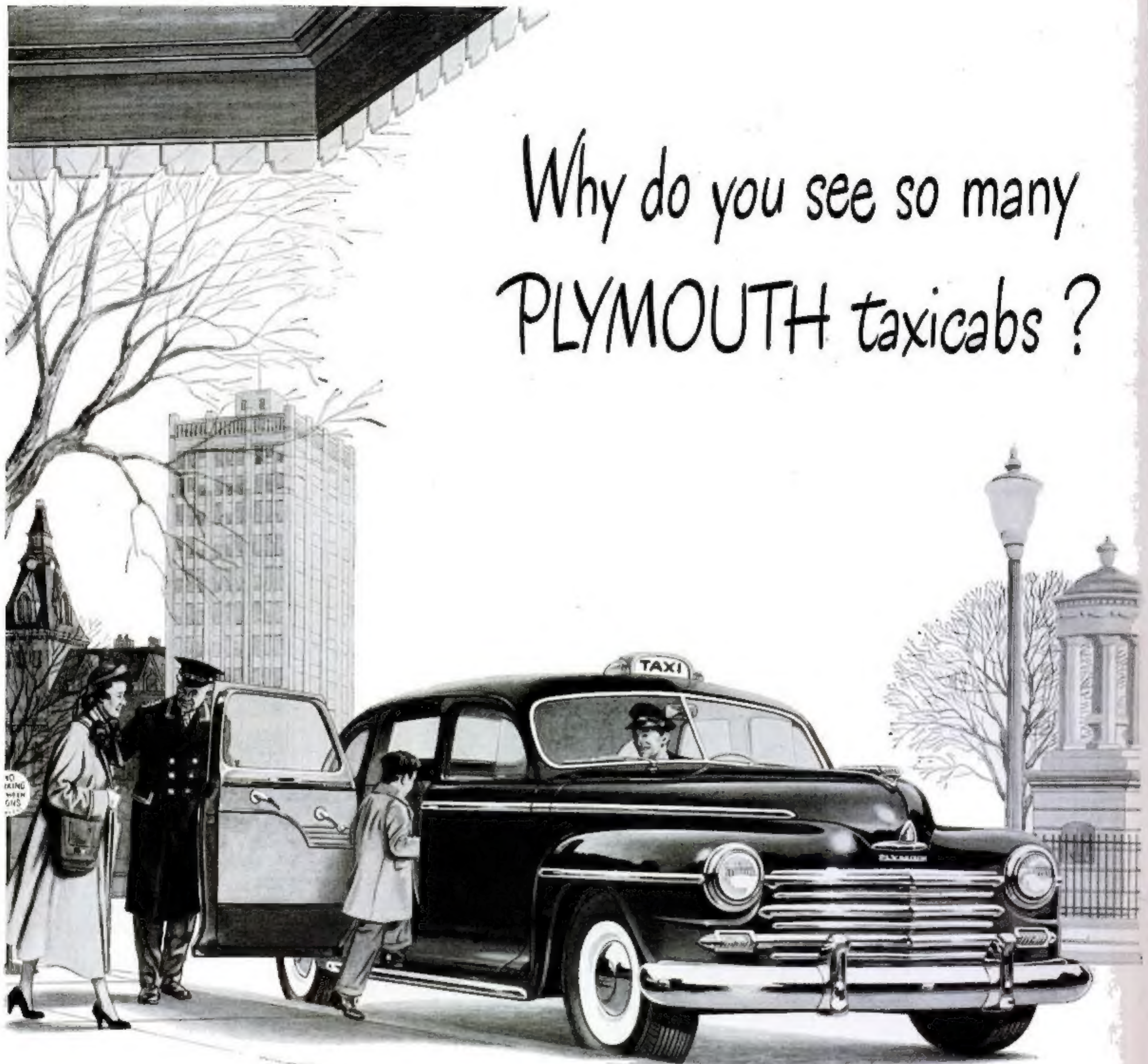
movement

GRUEN CURVEX

the Precision watch

GRUEN CURVEX AND CURVAMETRIC ARE REGISTERED TRADE MARKS. MOVEMENT PATENT
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Why do you see so many PLYMOUTH taxicabs?



The answer makes it a great car for YOU, too!

Taxicab operators *have* to know automobiles. They select cars that can take it—in all kinds of weather, on all kinds of streets—often on a 24-hour-a-day schedule. They insist that their taxicabs be safe, smooth-riding, easy to handle, economical to maintain and—above all—*dependable*.

That's why taxicab operators—throughout the country—today use far more *Plymouths* than any other make of car. In fact, more than half of all standard-built cars registered as taxicabs are *Plymouths*! Isn't this strong proof that *Plymouth* is the best car for you, too?

Look what you get with *Plymouth*—as standard equipment, at no extra cost. You get bigger, fatter

Super-Cushion Tires on new, wider *Safety-Rim Wheels*. You get easy-to-operate, powerful *Safe-Guard Hydraulic Brakes* . . . smoother performance with *Floating Power Engine Mountings* . . . long 117" *Wheelbase*—longest in the lowest-priced field.

For slight extra cost—in *Special De Luxe* models—you get buoyant, restful *Airfoam Seat Cushions*—the latest feature added to the famous *Plymouth Air Pillow Ride*. Only *Plymouth* has this ride—or anything like it—in the lowest-priced field!

Take a tip from the taxicab operators—who know from wide experience and accurate records—there's a lot of difference in low-priced cars, and it's *Plymouth* that makes the difference.

PLYMOUTH BUILDS GREAT CARS...
GOOD SERVICE KEEPS THEM GREAT



Your nearby *Plymouth* dealer will provide the service and factory-engineered parts to keep your present car in good condition while you're waiting for your new *Plymouth*.

PLYMOUTH Division of CHRYSLER CORPORATION, Detroit 31, Michigan

This Christmas, give the gift that's always right...

handsome General Electric Clocks!



ADAMS—A magnificent grandfather clock of Eighteenth Century design, even to weights and pendulum. The mahogany case is authentically styled. Note the special "moon dials." Westminster chimes sound the quarter hours on five tubular bells. \$535.00, plus tax. Other hall clocks, the **VIRGINIAN**—a popular priced grandfather clock at \$385.00 and the **WINTHROP** (a charming grandmother clock at \$195.00), both plus tax.



RHAPSODY—This elegant mantel chime clock has a diagonally grained mahogany case burnished to a sheen. Westminster chimes, subtle and beautiful, strike the quarter hour \$55.00, plus tax.



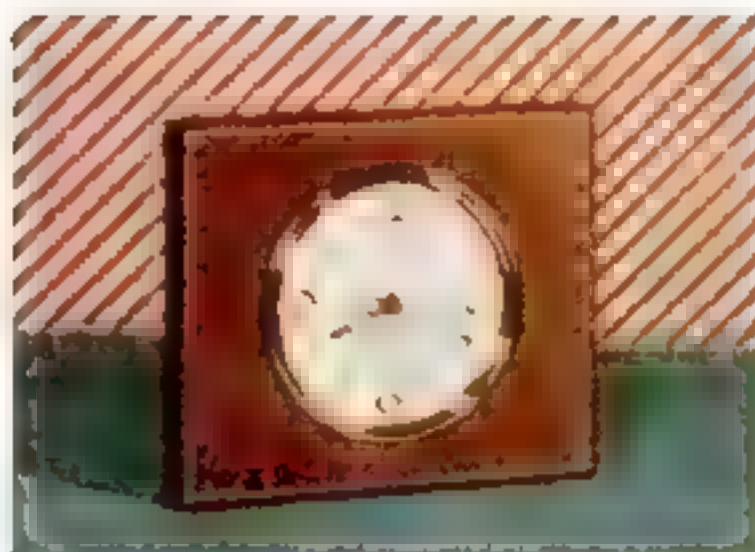
RIDGEFIELD—A charming Colonial mantel reproduction. Faithful in design, it strikes both the hour and half-hour on a deep-toned, spiral gong. \$32.00, plus tax.

GIVE ONE of these clocks, and you give an enduring reminder of your regard—one that will be consulted several times a day for untold years!

Besides outstanding good looks, these clocks have all these General Electric features:

1. **No winding**... self-starting, just plug in 2. **Quiet**... no ticktock. 3. **Dependable**... on time, all the time. 4. **Accurate**... electrically checked by your electric utility company to correspond with official Naval Observatory time.

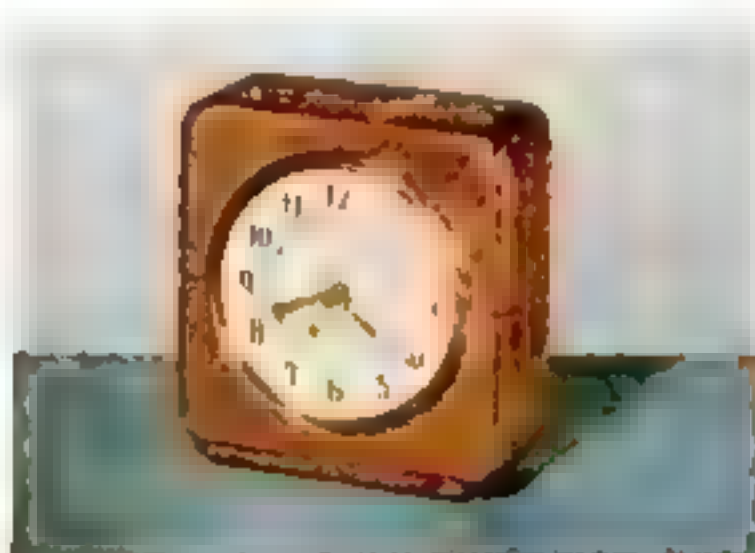
General Electric "Gift Clocks"—from \$4.95 to \$535.00.
A clock for every purse and purpose!



CANDLELIGHT—An exquisite occasional clock, beautifully cased in glowing tan pigskin, or East Indian lamb skin, bordered by white saddle stitching. Also available in sparkling black glass, ground and polished. A superb gift! \$19.50, plus tax.



HERALDER—A welcome low-cost gift, with "Select-A-Larm" feature! This gives the user choice of *personal volume control*. Alarm can be set at a soft purr, call, or shout. Luminous hands and hour dots for easy reading at night. \$5.95, plus tax.



DELEGATE—An unusually handsome alarm clock, whose distinctive feature is the richly grained, golden-mahogany case. The design is modern—in the best sense of the word. \$9.95, plus tax.



MORNING GLORY—This beautiful alarm clock's flawlessly cast-metal case has a soft, satiny, butter silver finish and gold-colored brass feet. Its bell alarm is melodious but positive! \$17.95, plus tax.



SELECT-O-SWITCH—An ingenious time-switch clock that will turn electric appliances on and off for selected intervals over a 12-hour period. \$14.95, plus tax. All clocks on this page available at your dealer's.



NAVIGATOR—Brings a note of nautical trimness with its brightly polished spokes, set in a brown-plastic wheel! An ideal gift for men. \$7.95, plus tax. General Electric Company, Bridgeport 2, Conn.

Why wind a clock today? Get a General Electric Clock and **FORGET IT!**

GENERAL  ELECTRIC



To delight your lady fair
give her **Jewelite** for her hair!

Brushes and Sets by **PRO-PHY-LAC-TIC**



A FAVORITE Jewelite Brush and Comb combination. The smart, modern brush has an "easy grip" handle and six rows of wide-flared Prolon bristles. **\$3.00**



AMERICA'S MOST FAMOUS Brush and Comb combination is this unique Roll-Wave Set. The Roll-Wave Brush has Prolon bristles, trimmed in a curve to "lift" the scalp. **\$4.50**

JUNIOR ROLL-WAVE Brush and Comb for teen-ager or traveler. **\$2.50**



A CHARMING GIFT FOR BABY is this beautiful Baby Brush and Comb Set in the new "Swirltast" pattern. The Brush has extra-fine, extra-gentle Prolon bristles. **\$2.50**



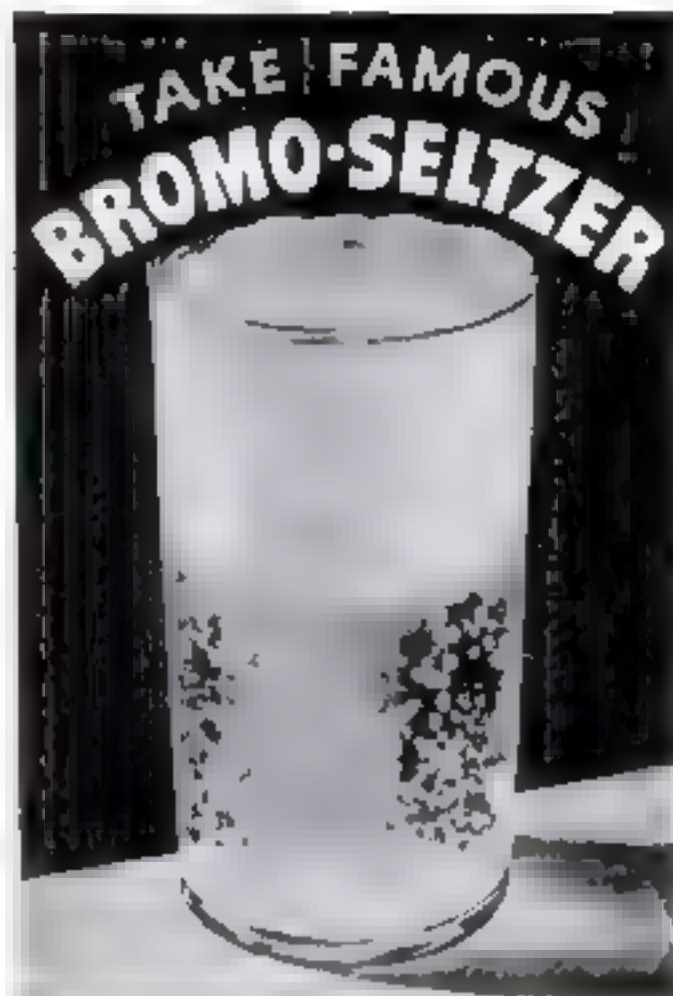
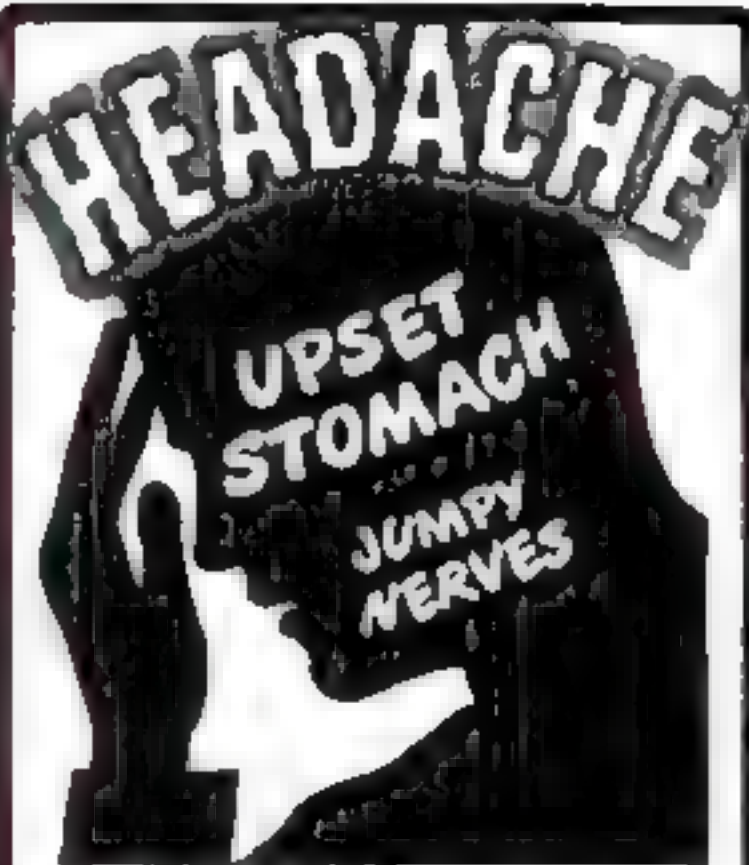
Jewelite is also available in
Canada at slightly different prices

To Delight HIM, too!



DO HIM PROUD with this smart, modern Military Set which includes two handsome Military Brushes and a matching Comb. **\$7.00**

A BRUSH AND COMB SET MEN LIKE! Smart, modern Comb Brush Set with extra-fine bristles and a wide-toothed Comb. **\$4.50**



For three-way relief from headache, upset stomach and jumpy nerves... take Bromo-Seltzer right away. Because Bromo-Seltzer is famous for fighting ordinary headaches these three ways:

1. Relieves pain of headache
2. Relieves discomfort of upset stomach
3. Quiets jumpy nerves

—all of which may team up to cause trouble.

Simply put teaspoonful in a glass and add water. Bromo-Seltzer effervesces with split-second action... ready to go to work at once. Caution: Use only as directed.



Get Bromo-Seltzer at your drugstore fountain or counter today. Compounded in four convenient home sizes by registered pharmacists.

For **FAST** headache help
BROMO-SELTZER

A PRODUCT OF EMERSON DRUG COMPANY SINCE 1887

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When the occasion
calls for a Gift...

you're **RIGHT** with an
AMITY

"director"

BILLFOLD

for Him

In Levant-grained Pigskin,
\$5 plus tax.



• Always in good taste
— always joyfully received!
The world's most imitated
billfolds, handcrafted by AMITY
out of fine leathers, with infinite
... and with features no-end!
Secret big-bill pocket, spare key
pockets, permanent protective registration
of owner's name, removable trans-
parent card and photo pockets.
Nylon-stitched to give long
life to its trim, slim,
shapeliness.

"directress"

BILLFOLD

for Her

In fine Morocco-grained leathers: Red,
brown or blue, \$5
plus tax.

Look for the **AMITY** display...



AMITY LEATHER PRODUCTS COMPANY • WEST BEND, WISCONSIN

"Soaping" dulls hair— Halo glorifies it!



**Yes, "soaping" your hair
with even finest liquid or cream
shampoos hides its natural
lustre with dulling soap film**

✓ Halo—not a soap, not a cream—contains no sticky oils, *nothing* to hide your hair's natural lustre with dulling film. Made with a new patented ingredient, Halo brings out glossy, shimmering highlights the very first time you use it! Its delightfully fragrant lather rinses away quickly, completely in any kind of water—needs no lemon or vinegar rinse. For hair that's naturally colorful, lustrously soft, easy to manage—use *Halo Shampoo*! At any drug or cosmetic counter.

✓ Not a soap,
not a cream—
cannot leave
dulling film!

✓ Quickly,
effectively removes
dandruff from both
hair and scalp!

✓ Gives fragrant,
soft-water lather
even in hardest
water!

✓ Leaves hair
lustrously soft, easy
to manage—with
colorful natural
highlights!



Halo reveals the hidden beauty of your hair!

LETTERS TO THE EDITORS

THE PRESIDENT'S ELECTION NIGHT

Sirs:

Your readers may be interested in a letter I have received from Jerome Walsh, a Kansas City lawyer who is close to the President and who was one of the five people who witnessed a historical moment in the early morning after election day.

Needless to say, this being the account of a private moment in the President's life, I have cleared with all those concerned the propriety of its publication.

MORRIS L. ERNST

New York, N.Y.

Mr. Walsh's letter follows:

Dear Morris:

As one of the few guys in New York who never wavered on Harry Truman, you'll be interested in a moment in history enacted here at 6 a.m. last Wednesday. . . .

Bill Boyle, a friend of the President, invited me to watch the returns with him—and help in any way I could—at the Muehlebach Hotel, the presidential headquarters here in Kansas City. The switchboard girls announced it as "temporary White House." That's the penthouse of the hotel, where the President's staff always sets up shop. . . .

Early in the evening someone checked to find where the President was and the answer circulated quickly; "Nobody knows." He had disappeared from his home in Independence—later it developed he'd managed to slip out the back door with four Secret Servicemen. Some of the newsmen began to take an angry tone with Charlie Ross [Presidential press secretary]. It was early in the evening and everyone still expected the President's defeat. They were asking Ross, "Where is this guy? Why are you holding out on us? The country has a right to know how he's going to take it." Ross blasted back at them in the first case of nerves and annoyance I've seen him display. He honestly didn't know what had happened to Mr. Truman, and neither did Boyle or Matt Connelly.

Well, the night wore on past midnight and I was still sweating it out. Around 1 a.m., you'll remember, there was a kind of hiatus in the progress of the returns: for several hours Truman led by margins which seemed to expand or contract very little and the percentage of precincts reporting from each state seemed never to make much of an increase.

Gradually the crowd thinned. There wasn't a drop of liquor around, by the way; it was all black coffee and cigarettes and the four telephones jangling as Boyle's sources reported steadily. At 6 a.m. we were out on our feet. By we, I mean Boyle, Connelly, me and Lyman Field, another friend of the President. Of the working press, only Jack Adams of CBS was still alive—the rest had folded around 4 or 5 and gone to bed. We were all trying to pull in Ohio, definitely, using a combination of prayers, pleas and profanity.

The door opened. Four Secret

Servicemen appeared and with them Mr. Truman. His appearance was the signal for Field and me to get up and reach for our hats. We both figured he'd been up all night and had come in to catch some sleep. But the President looked as refreshed as a man with two weeks' vacation behind him. He had spent the night in Excelsior Springs, a little spa about 30 miles north of Independence, where he'd taken a mineral-springs bath, had a rub-down, eaten lightly and gone to bed, God save the mark, at 9 o'clock. Always an early riser, he had awakened a little after 4 and had been driven to the penthouse for breakfast. He wouldn't hear of our leaving. Coatless and relaxed on a divan, he started to talk, asking questions about how things were going. It was a great moment for him, I think. Outside of the Secret Service boys, we were the first people he'd had a chance to talk with about the returns.

He displayed neither tension nor elation. For instance someone remarked bitterly that if it hadn't been for Wallace, New York and New Jersey would have gone Democratic by good majorities. But the President dismissed this with a wave of his hand. As far as Henry was concerned, he said, Henry wasn't a bad guy; he was doing what he thought was right and he had every right in the world to pursue his course. Someone else pointed to a Kansas City *Star* headline which read "Election in Doubt" or something like that. The President grinned. "Roy Roberts [the *Star's* managing editor] will change that in a few hours," he said. I did not hear the name of Dewey mentioned by the President.

I am trying to give you, in a confused way, a sense of the astonishment we all felt at the unbelievable coolness with which the President faced up to the whole situation, the manner in which he took the thing for granted, as if he had read the answer in a crystal ball two weeks before. At 6 a.m. there still was plenty of reason for Governor Dewey to refuse to concede. Conceivably Ohio might have switched in late returns, California or Illinois might have toppled and the President's lead been sharply reversed. Actually Mr. Truman, at 6 a.m., hardly seemed very interested in the matter. To him the election was won, had always been won since the day he began carrying his fight to the people, and his mind was already turning to other aspects of his program. . . .

Kansas City was an emotional town that morning, with early risers congratulating each other on the streets in a flush of Missouri pride. But the serenity of the President in his hotel suite at 6 a.m. suggested to all of us, I think, that his years of crisis in office have equipped him with a very large reserve of inner strength and discipline to draw upon. The impression I took away was that there was a simplicity of mind and nature here that recalled Sandburg's Lincoln—an evenness of

CONTINUED ON PAGE 13

For That **GLOW OF HEALTH**



In One Luscious Blend

ALL THIS WEALTH OF HEALTHFUL GOODNESS!

1. Gold mines of **VITAMIN C**
2. Other **VITAMINS** and **MINERALS**
3. Help fight **COLDS** and **FATIGUE**
4. Help maintain **ALKALINE** reserve
5. Help build **STRONG BONES** and teeth
6. Stimulate **DIGESTIVE** juices
7. **ENERGY** from fruit sugars
8. **MILDLY LAXATIVE**



© 1948,
FLORIDA CITRUS COMMISSION
Lake Wales, Florida

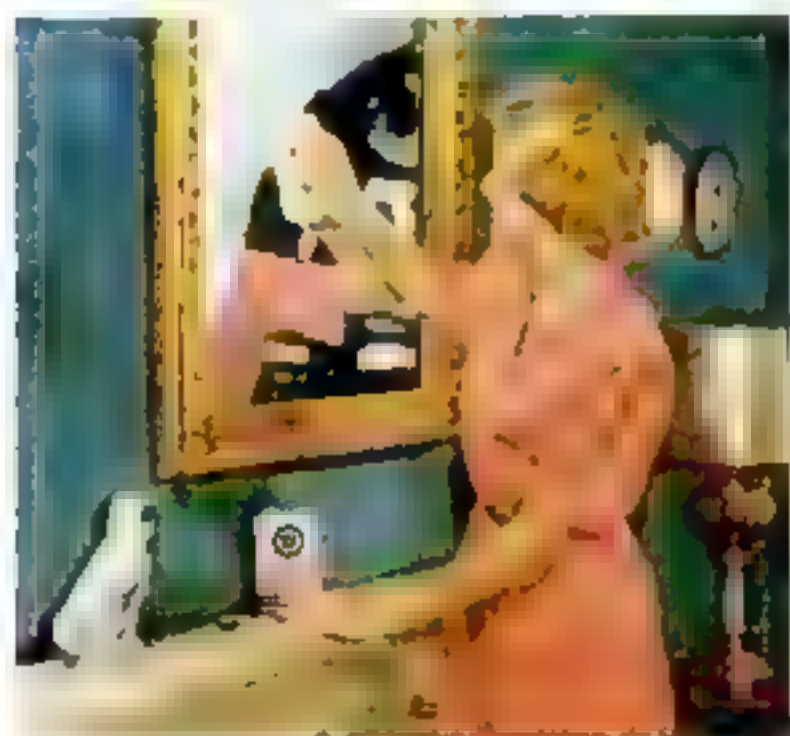
FLORIDA BLENDED **ORANGE - GRAPEFRUIT JUICE**

ALSO TRY FLORIDA CANNED GRAPEFRUIT JUICE . . . ORANGE JUICE . . . GRAPEFRUIT SECTIONS . . . TANGERINE JUICE

HOLIDAY HOUSECLEANING SIMPLE WITH 'GLASS WAX'

RESTORES HIDDEN LUSTRE; PROTECTS FUTURE BEAUTY

How quick, how easy to help your home to loveliness with this astonishing Gold Seal cleaner, "GLASS WAX." Windows, mirrors, glass tabletops, lamps, brass and copper, and all your knickknacks swiftly regain the rich glow of immaculate beauty,



sparkling clean in seconds. Just wipe "GLASS WAX" on with a dry cloth, wipe off with another—stubborn dinginess is gone in a flash. "GLASS WAX" needs no water, no hard rubbing, and is as neat to use as it is easy. And to make next cleaning easier, "GLASS WAX" leaves its crystal-clear protective film that resists smudges, dust, and finger-prints.

"GLASS WAX" Tops, Says Arthur Godfrey

Arthur Godfrey, featured attraction of the Gold Seal Show, has learned that "GLASS WAX" can't be beat for cleaning and polishing all sorts of masculine objects. Metal sporting goods, photographic equipment, tools, chrome or nickel auto trim, trophies, and plenty of other favorite belongings gleam with a longer-lasting, tarnish- and rust-free brilliance, cleaned with amazing "GLASS WAX." Be sure



to listen to the hilarious Godfrey on the Gold Seal Show, broadcast Monday through Friday over your CBS station. Check your newspaper for program time.

Sensational **GOLD SEAL** Formula Brightens Windows, Metals, Tile

Grime, Stains Wipe Away; Lasting Brilliance Left

To make your home sparkling clean, there's nothing faster, nothing easier than "GLASS WAX," the amazing pink chemical that cleans 30 kinds of dirt in 30 seconds. Windows, mirrors, silverware, brass, and crystal all respond brilliantly, instantly to the fast, safe action of "GLASS WAX"—with just a fraction of the time and effort you'd expect to spend.

"GLASS WAX" is simplicity itself to use. Wipe on, wipe off—that's it! "GLASS WAX" on—dirt, stain, and tarnish off, forgotten lustre revealed. No assortment of cleaners to carry from room to room—just "GLASS WAX," two dry cloths. "GLASS WAX" lets you clean where you are—no lugging objects to the kitchen and back, for "GLASS WAX" leaves no mess.

No Water, No Scrubbing To Make Kitchens Gleam

No need to dread tedious soap and water cleaning of tile, enamel, or porcelain in bath and kitchen, nor to hurry the job with harsh abrasive cleansers. Wonderful "GLASS WAX" wipes off deep-rooted stain and grime without scrubbing, without brushing, with never a scratch on the smoothest surface. Quickly and easily, "GLASS WAX" restores the dazzling white brilliance of porcelain sinks, refrigerators, ranges, tubs, and tile walls. Chrome toasters, waffle irons, and other metal utensils and decorations glisten like new just as fast, just as bright, with simple "GLASS WAX" care. And "GLASS WAX" leaves an invisible protective film that seals out dirt, guards against winter's grime through the months ahead.



For even greater economy, try "GLASS WAX" in the quart size. You'll be glad you have plenty on hand for the host of jobs around the house that "GLASS WAX" does best.

Wartime Chemical Discovery!

NOTHING BETTER ANYWHERE

for Cleaning GLASS
and METALWARE

59c PINT

98c QUART

\$2.95 GALLON
FAIR-TRADED

LOOK FOR THIS PINK CAN



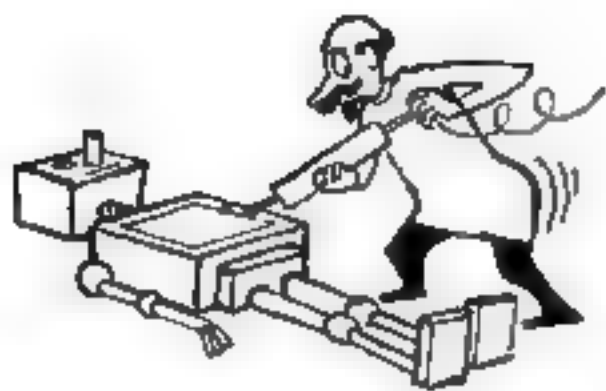
"GLASS WAX" is a registered trademark and is the exclusive property of the Gold Seal Company

'GLASS WAX'

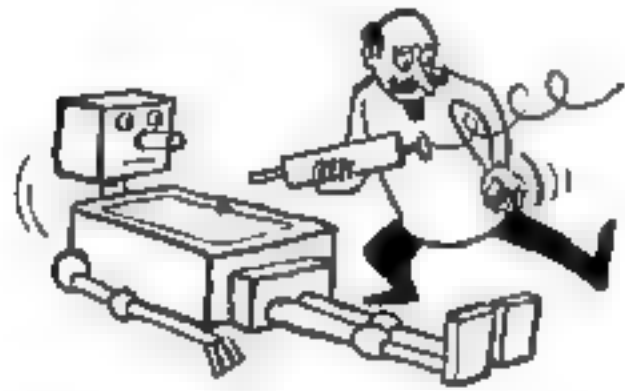
A PRODUCT OF THE
GOLD SEAL COMPANY

55 E. Washington St.
Chicago 2, Illinois

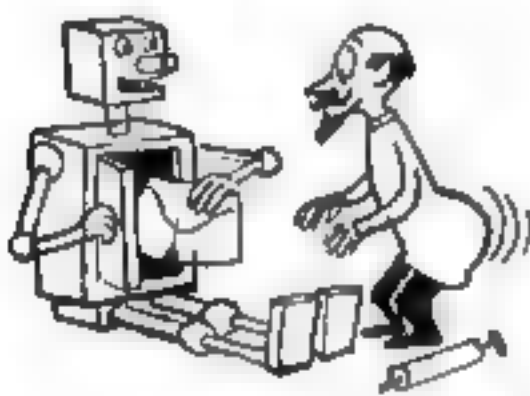
CLEANS 30 KINDS OF DIRT IN 30 SECONDS



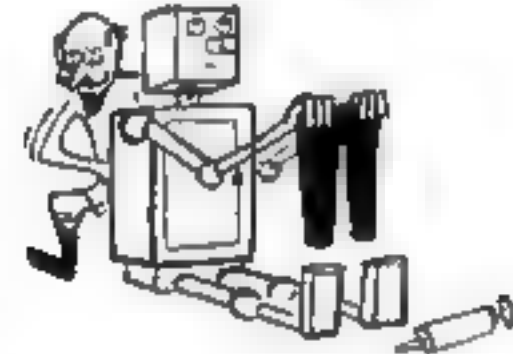
There once was a gifted inventor



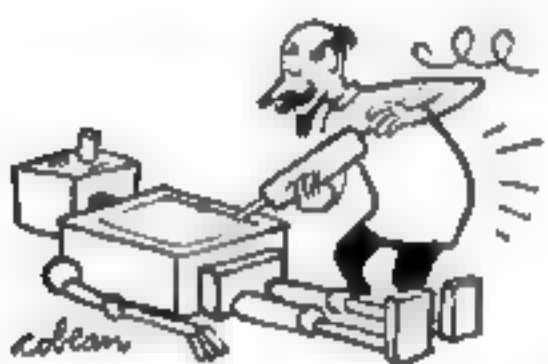
Whose shorts were a constant tormentor.



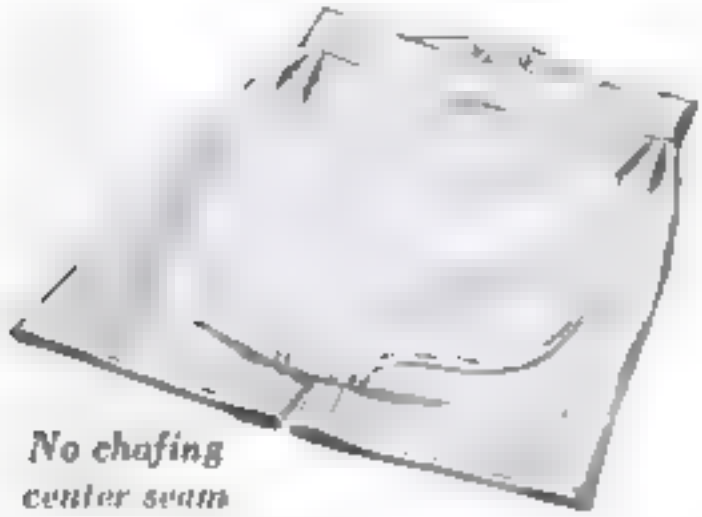
Said his robot: "You'll find



Arrow Shorts are the kind



That have no chafing seam in the center."



No chafing center seam
Sanforized-labeled • gripper fasteners elastic or tie side • SPRINTER (all-elastic waistband) • adjustable back.

ARROW SHORTS

\$1.25 \$1.50 \$1.65 • Arrow Undershirts, 85¢ up
Made by the makers of Arrow Shirts
Cluett, Peabody & Co., Inc.

LETTERS TO THE EDITORS

CONTINUED

temper that takes crisis in stride and makes possible a sense of the outline of impending events. Is this sentimental outpouring? After two days of reflecting on it, I don't think so. I think the parallel between Truman and Lincoln is something you'll be hearing a great deal more of as the actual nature of the President begins communicating itself to the people in a steadily increasing degree during the next four years. No wonder Roosevelt picked him.

JEROME WALSH

Kansas City, Mo.

THE BIG BLUNDER

SIRS:

LET ME SUGGEST YOU EAT PAGE 37 OF YOUR NOV. 1 ISSUE WHICH HAS A PICTURE OF GOVERNOR DEWEY CAPTIONED WITH UNBELIEVABLE IMPTIONNESS, "THE NEXT PRESIDENT." EVEN HAD YOU GUESSED RIGHT, SUCH PRE-ELECTION ASSUMPTION OF INFALLIBILITY WOULD HAVE VIOLATED ALL STANDARDS OF JOURNALISTIC GOOD TASTE.

E. L. MATTHEWS
PUBLISHER

BRADFORD COUNTY "TELEGRAPH"
STARKE, FLA.

SIRS:

I ACCUSE "LIFE" OF BEING RESPONSIBLE FOR THE ELECTION OF TRUMAN. YOUR CAPTION ON DEWEY'S PICTURE WON THE SYMPATHY OF THOUSANDS OF UNDECIDED AMERICANS. THE SENSE OF AMERICAN SPORTSMANSHIP SUPPORTS THE UNDERDOG.

A. A. JOHNSON

COOS BAY, ORE.

SIRS:

WE DON'T WANT "LIFE" MAKING UP OUR MINDS FOR THE PRESIDENCY. WE MAKE IT UP OURSELVES.

SAM TONG

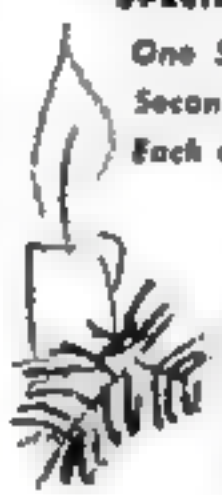
DALLAS, TEXAS

CONTINUED ON NEXT PAGE

Christmas Gift Order Form

SPECIAL CHRISTMAS RATES

- One Subscription.....\$6
- Second Subscription.....\$3
- Each additional Gift.....\$4



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L-11-22

Mail to LIFE 540 N. Michigan Ave., Chicago, Ill., or give to your newsdealer

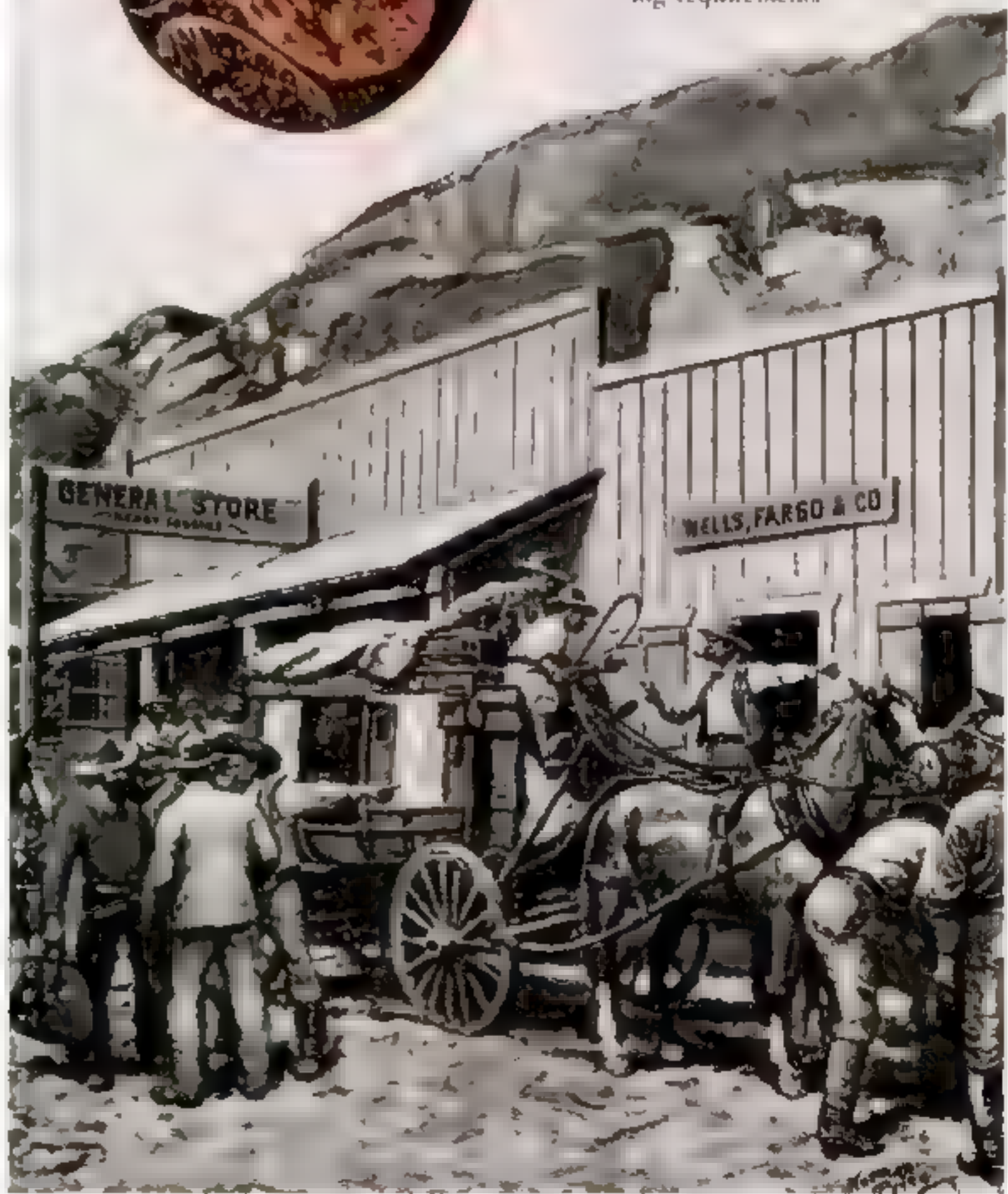
KAYWOODIE REMEMBERS WHEN-

Some of our people were taking orders for pipes around Alder Gulch in 1863 when gold was discovered in the mountains south of the Mullen Road in a section that afterwards became Montana. The Kaywoodie organization was 12 years old then, having been started in 1851. Picture shows a stage coach of the old days changing horses. 97 years of pipe-making experience have given us understanding of what pipe-smokers need. Kaywoodie Pipes have balance, the mouthpieces are comfortable, and the pipes are not heavy. The Kaywoodie fitment in each cool and conditions the smoke, making it 51% cleaner. Mouthpieces may be removed with one turn. The Synchro-Stem does not bind. Its deep metal mounting reinforces the pipe-shank. Kaywoodie quality and prices are same as pre-war. 83 shapes. Kaywoodies range from \$3.50 to \$25. Folder on request. Kaywoodie Company, New York and London. 630 Fifth Avenue. New York 20

NEW SHAPE, its FLAT PANELS fit the hand. Ask for Kaywoodie No. 28C Super-Grain at your dealer's, and look for Clover-leaf trade mark on stem. It is \$5.



Kaywoodie briar is imported, seasoned according to our own formula, and carefully selected to meet exacting requirements





GUARANTEED...
good pictures outdoors!



GUARANTEED...
good pictures indoors!

*or a new roll
of film FREE!*
(OFFER EXPIRES MARCH 31, 1949)



Here's how to make winter photography great fun.

Simply buy a roll of Ansco Superpan Press Film, and then take any outdoor picture. Or take pictures indoors by inexpensive flash bulbs or flood lights.

If you're not satisfied with the pictures you get, fill out the coupon your dealer will give you—and mail it, with the negatives and original film carton, to Ansco, Binghamton, N. Y.

We'll show you how you can improve your picture taking—and will also send

you a new roll of film free. (Offer expires March 31, 1949—so hurry!)

We can make this guarantee, because we're sure that, with this film, you will get the best pictures you've ever taken.

Ansco, Binghamton, N. Y. A Division of General Aniline & Film Corporation.

ASK FOR

Ansco

SUPERPAN PRESS FILM

LETTERS TO THE EDITORS

CONTINUED

SIRS:

... NEXT PRESIDENT OF WHAT?

BARNHART AND CIRCANIS

WINCHESTER VA.

SIRS:

SUGGEST ARTICLE ON DEWEY, ONLY AMERICAN IN HISTORY WHO BECAME EX-PRESIDENT BEFORE BECOMING PRESIDENT.

J. E. MCKENNA

PHILADELPHIA, PA.

SIRS:

HA!

WOLFGANG BLECH

LOS ANGELES, CALIF.

SIRS:

HOW DOES IT FEEL OUT ON THAT LINK?

L. B. BLAIR

HOUSTON, TEXAS

● Crowded.—ED.

SIRS:

... IN THE FUTURE YOU SHOULD STICK TO FACTUAL REPORTING.

STANLEY WHITWAY

PHILADELPHIA, PA.

● Amen.—ED.

SIRS:

I don't like to rub it in, but I understand that in addition to being stuck with that "Next President" picture, you had to scrap your next week's cover (with a picture of Dewey) and about 40 pages of the magazine (devoted to Dewey). How about that?

OSCAR FRIML

Minneapolis, Minn.

● Wrong. The issue to which Reader Friml refers, although dated Nov. 8, appeared on newsstands all over the U.S. 48 hours after Dewey conceded defeat. It is obviously impossible to reprint and distribute 5½ million copies of a magazine in that time. The facts are as follows: The cover (of Movie Actress Helena Carter) was selected and went to press on Oct. 22. The news section of that same issue went to press on Saturday, Oct. 30. By Wednesday morning (Nov. 3), when election returns were still coming in, LIFE's press run was almost complete. Any changes made then would have caught only one copy in eight. During election night LIFE's editors were working on news coverage of the election for the issue of Nov. 15. No political material went to press for this or later issues until after the election.—ED.

SIRS:

If you think with the rest of the editors throughout the country that Truman elected himself or that any of the issues except one that he hammered on elected him, you are then as stupid as the myriads of people who predicted Dewey's election.

I have now voted in 12 presidential elections. I am a 10th-generation American, and in my 65 years of living neither you nor I have ever seen such stupidity as that displayed by the Republican party.

Until Tuesday, Nov. 2, I had voted the straight Republican ticket 11 times in my life. Truman was elected on one issue and only one issue—the issue that made me refuse to push down the first lever in any row. My son, age 30

PACIFIC CRIB-FAST SHEETS

*Have a corner
on comfort!*



**Stay smooth
without pinning
or tucking!**

These unique crib-sheets feature sewn-in box-corners which fit snugly over the corners of the mattress and hold the sheet taut. There's never a wrinkle to disturb baby's rest...and not a chance that baby can pull out the sheet once the bed is made up!

The Pacific Crib-Fast Sheet is made of fine quality Pacific Extra-Strength Muslin, Sanforized for permanent fit (residual shrinkage less than 1%). It's simple to launder and cuts bed-making time to a twinkling. Made for standard-size crib mattresses. Available at better stores. Drop us a card today for the name of the store nearest your home.

PACIFIC MILLS, Dept. L11, 214 Church St., New York 13, N. Y.



A PACIFIC CONTOUR SHEET

SANFORIZED® for permanent fit!

Look for the Pacific label also on Pacific Balanced Sheets, Pacific Supersorb Towels, Pacific Silver Cloth and on men's, women's and children's wear made of cotton or rayon.



Five flavorful fruits in one easy lesson —

Just say "Del Monte Brand Fruit Cocktail" — that's all you need to know to get five luscious fruits, combined in perfect flavor balance—all ready to use. They're Del Monte fruits, every one of them—and you know what rich, ripe flavor *that* means!

And think how handy! This fruit cocktail is dressy enough for company—quick and easy enough for everyday, too. No peeling, dicing or mixing for you to do. Just open and serve.

Ready for starters, salads, desserts—it makes your simplest dishes bright, your brightest "made-ups" simple. That's why so many women get Del Monte Fruit Cocktail. Why don't you?

RECIPE

Drain No. 2 1/2 can Del Monte Fruit Cocktail, reserving syrup. Soften 1 1/2 tbsps. gelatin in 3/4 cup syrup from fruit cocktail; dissolve over hot water. Stir in 1 1/2 cups milk, 2 tbsps. lemon juice, 1/2 tsp. almond extract, 1/4 cup sugar. Chill to consistency of honey. Meanwhile make meringue as follows: Beat 2 egg whites till foamy, then add 1/4 cup sugar, a tbsp. at a time, beating after each addition. Now fold 2 lightly beaten egg yolks into gelatin mixture; then fold in meringue. Whip and fold in 1/4 cup whipping cream. Cut cones out of tops of 8 small day-old unfrosted cup cakes; press, cut side down, into 5 cup fl. bottomed ring mold. Pour mixture around cones in the mold; top with crumbled cake cones. Chill till firm. Unmold, fill cake centers and center of ring with chilled fruit cocktail. Serves 8.

One more good food
from the brand that puts
Flavor First



Del Monte

FRUIT COCKTAIL



Pretty soft for Santa!

*This year
he knows
what
everybody
wants...*

"ADONIS"—slim-as-a-fine-watch in 14K Gold (above)—\$200 (plus tax). In sterling silver—\$25.00 (plus tax)—in other metals, starting at \$10.00.

For cigarettes,
PRESS, IT'S LIT!



cigars or pipes...
RELEASE, IT'S OUT!

Safely out the instant you lift your finger!

Every Ronson is styled to fine jewelry standards, and precision built for enduring service. See the models shown here and other handsome Ronsons at your favorite dealer. Be sure it's really a Ronson—not just an imitation.

RONSON

Newark, N. J.

Toronto, Ont.

London, Eng.

meant WORLD'S GREATEST LIGHTER

FUN... EXCITEMENT... Tune in to Ronson's "20 Questions" Saturday nights (Pacific Coast, Sunday nights), Mutual Network

RONSON now on TELEVISION in many principal cities



*Writes
AND LIGHTS!*

NEW RONSON PENCILITER

... Your two most constantly used personal appointments now trimly, beautifully streamlined into one... for years and years of trouble-free lighting and writing service! This double-duty masterpiece—with the famous, patented Ronson safety-action—makes an inspired gift for every smoker who writes and every writer who smokes! Comes in a handsome gift box. /20 14K GOLD FILLED... \$15.00 (plus tax).

*For every
table and
desk...*



1. "CROWN"—that famous Ronson table lighter, in rich, heavy silver plate—\$11.00 (plus tax).
2. "CROWN SET"—comprising "Crown" table lighter (see 1, above) with matching cigarette urn and tray—all heavily plated in gleaming silver. The complete set—\$32.50 (plus tax).
3. "QUEEN ANNE"—exquisitely styled table lighter, heavily silver-plated—\$11.00 (plus tax).
4. "MAYFAIR"—silver-plated table lighters of classic beauty—\$16.50 the pair (plus tax).
5. "BICANTER"—gracefully styled table lighter, heavily plated in silver—\$14.50 (plus tax).
6. "GEORGIAN"—the latest Ronson table lighter, in heavy silver plate—\$12.50 (plus tax).



"STANDARD"—trim, dressy lighter for pocket or handbag in chromium plate, \$6



"PRINCESS"—dainty ladies' lighter in chromium and tortoise enamel finish, engine turned—\$7.50



"WHIRLWIND"—with disappearing windshield. Smart indoors, sporty outdoors—in chromium plate—\$8.25



"ADONIS"—the streamlined lighter, in chromium plate, engine turned—\$10.00. Chrom and enamel finish—\$12.50



"MASTERCASE"—convenient all-in-one combination of smart cigarette case and Ronson lighter in chromium plate, engine turned—\$22.50



Buy them Now
for Christmas!

Romance
Satins



\$2.50

100% EXCLUSIVE
Regal Ties
\$1. to \$5. at Better Stores - or write to -
FRANK & MEYER NECKWEAR CO., INC., ST. LOUIS
NEW YORK OFFICE, 365 FIFTH AVE.

LETTERS TO THE EDITORS

CONTINUED

(Yale, '39), said, "Dad, you must vote for the lesser of two evils." Not me! On Monday, Nov. 1, my wife asked me to go to the A&P and buy an extra bottle of milk as the stores would be closed on election day. I paid 25¢ for that bottle of milk. In Washington, D.C. the Wednesday before I paid 15¢ for a pack of cigarettes. In Mr. Dewey's state I pay 20¢. My rent was raised 15% by act of a Republican Congress. My wife pays 95¢ a dozen for eggs. No power on earth could make me push down that lever for Mr. Dewey, so I just pushed down the levers for all the other Republicans to hold to my fool idea of never voting Democratic. . . .

Foreign policy, unity, federal spending, Taft-Hartley Act, friend of labor, European relief, civil rights, all of them — bosh! What does John Public care! Not one tinker's damn. Only the Republicans are interested in such things, and they form a minority group. Take money out of my pocket where I can see and feel it go, and by gar I'll vote against you.

The greatest danger confronting this country is that Mr. Truman does not know what elected him. For the love of Pete, you tell him!

JOHN STARBUCK

New York, N. Y.

INTERNATIONAL TWINS

Sirs:

In your story on Vienna (LIFE, Oct. 18) you showed a patrol jeep with a Russian, a French, a British and an American soldier riding in it. Do not two of these boys, the Russian and the American, look like twin brothers?

Most persons, asked to identify the young soldiers as to nationality with-



RUSSIAN

AMERICAN

out their identifying badges and helmets, would, I am sure, name the British soldier as Russian, the French soldiers as American, and the Russian and American soldiers as twin French brothers.

The picture is a complete refutation of the fallacy of "national characteristics."

HORACE BROWN

Pickering, Ont.

HARLEM GANG

Sirs:

Your story on Harlem Gang Leader Red Jackson (LIFE, Nov. 1) tells not only Red's story, but that of boys all over the U.S.

As a fellow boy, I hope that the people who are seriously and practically interested will get out and do something about it.

THOMAS ROBINSON

Pittsburgh, Pa.

Sirs:

LIFE's presentation of the Red Jackson story was, I think, the best sociological study of your magazine's career. The last statement made the

architects
of
men's
clothing
since
1893



This well known executive, striding along to the polo matches at Westbury, in natural Kashmir coat* and Glen Plaid suit by **333** can forget about his clothes and concentrate on the sport ahead, because **333** "clothes architects" know every aspect of male anatomy and tailor styles to put men of all builds** at ease.

*other colors blue, brown

**average, tall, long, extra long, short, extra short, partly, partly short, partly long

For store in your city featuring **333** clothes and for free color book of **333** styles write to

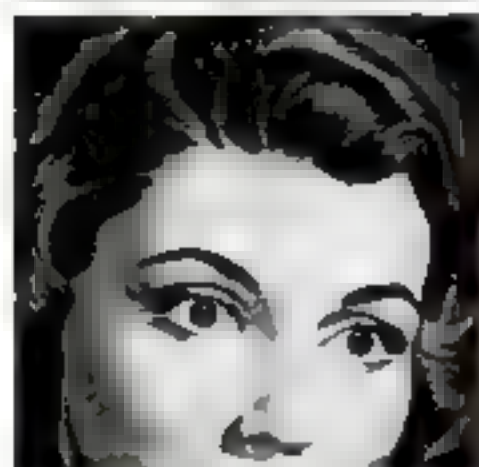
WM. P. GOLDMAN AND BROS., INC., 12 East 14th Street, New York 3, N. Y.

CONTINUED ON NEXT PAGE

New, important product for the relief of pain...

Bufferin

Acts twice as fast as aspirin!



Because it's absorbed twice as fast into the blood stream, Bufferin goes to work faster to relieve pain!



Offers far faster relief to sufferers from simple headaches, aches and pains of colds, neuralgia, periodic monthly headache, minor muscular aches and pains.

AFTER 4 YEARS of research, a remarkable new product—BUFFERIN—has been developed for the relief of pain.

Acts twice as fast as aspirin!

A Bufferin tablet—like an aspirin tablet—disintegrates rapidly in water or stomach liquids. But, what's important, BUFFERIN is absorbed into your blood stream **TWICE AS FAST**—on the average—as aspirin. It goes to work **TWICE AS FAST** in your body to relieve pain.

BUFFERIN is antacid!

Some people—because of experience or their doctor's advice—always take an antacid when they take aspirin. With Bufferin this is not necessary because BUFFERIN is an antacid.

Clinical tests have shown that only 1 person in 200 had even mild distress after taking BUFFERIN, whereas among this same group, identical doses of aspirin previously had caused gastric disturbances in more than 20 people.

BUFFERIN is kind to your stomach!

The antacids in BUFFERIN, you see, actually protect your stomach from aspirin irritation. Ask your doctor for full medical details about BUFFERIN.

For faster relief next time, ask your druggist for new antacid BUFFERIN. In handy 12-tablet, pocket-size package—or economical 36-tablet package for home use.



Acts twice as fast as aspirin!

LETTERS TO THE EDITORS

—CONTINUED—

whole article. "... Red could count the people—white or colored—who were seriously and practically interested in his troubles, on the fingers of one hand."

FRANK W. CABR

Waukesha, Wis.

Sirs:

... There, but for the grace of God, go you or I.

I for one have made up my mind to try to help boys like Red Jackson and members of his gang become somebodies. ... I am further going to dedicate myself to this cause. It's going to take me a long time because I am only 20 now, but there will be other boys, and girls too, after Red Jackson and his friends.

SHIRLEY COHEN

New York, N.Y.

AIR GENERALS

Sirs:

I enjoyed your reference to Lieut. General "Hot-Pilot" Elwood Quesada (LIFE, Nov. 1). This euphemistic nickname, however, was in its original, "Hot-Rock," so named in part by the apprehensive enlisted men who served as his crew.

In 1945, while attached as an enlisted man to the flight staff of tactical Air Command Headquarters in Florida, I flew with the general. His dynamic, full-throttle technique of handling the B-25 medium bomber had everyone concerned, especially irate mechanics who were kept busy replacing burned-out parts. ... Nevertheless I was delighted to see the general's photograph. It is possible that too much importance has been attached to the adage: "There are old pilots and there are bold pilots, but there are no old, bold pilots!"

JAMES F. SWABB

Hazleton, Pa.

Sirs:

I expected to see Philip G. Cochran of the first Air Commando Force among your "young generals." What has happened to the "Flip Corkin" of the Army Air Forces? I haven't read a thing about him since the winter of 1946.

AMELIA SMITH

Elmhurst, N.Y.



● Philip Cochran, the Air Force colonel whom Cartoonist Milton Caniff idealized as "Flip Corkin" in *Terry and the Pirates*, has settled down to civilian life as vice president in charge of public relations of a Chicago corporation which maintains and services private planes. At the moment, however, he is on leave of absence to write a radio show.—ED.

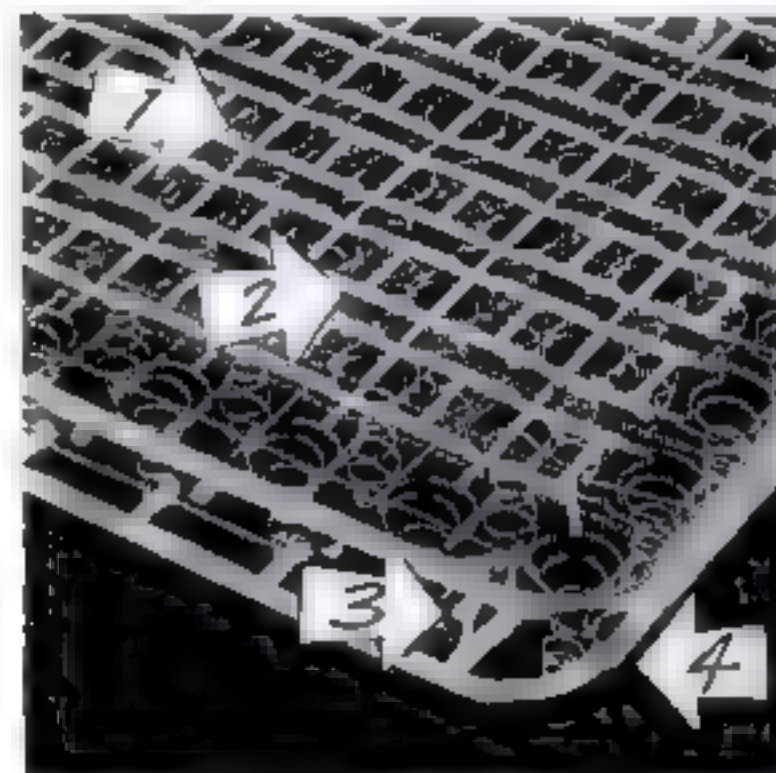
DOES SHE KNOW
HER BEDSPRING
IS SPOILING
HER SLEEP?



Too many people blame their mattress when their bed's uncomfortable... when the culprit is often the bedspring!

Surveys show that there's more than a 50-50 chance that your bedspring is either worn out or obsolete!

What's the answer? A new, better bedspring—ACE Spring, made only by SIMMONS!



Read why ACE is a better bedspring!

1. ACE has 99, deep, double-deck coils, that give just the right resilience for your mattress!
2. ACE has a special "lattice" platform. Your mattress never sags into the ACE Spring!
3. Two "no-sway" stabilizers mean no twisting, swaying, or creaking!
4. Look! Rounded corners to avoid tearing of bedclothes.

At leading department and furniture stores, \$29.50.

*Only SIMMONS
makes ACE SPRING**

Other Simmons Quality Products:
Famous Beautyrest Mattress,
Electronic Blanket, Deepsleep Mattress,
Hide-A-Bed Sofa, Babybeauty Crib Mattress

*TRADE-MARK REG. U. S. PATENT OFFICE
COPY. 1948 BY SIMMONS CO., MOSE HART, CHICAGO 11, ILL.

CONTINUED ON PAGE 22

"Don't Miss It," Warn Fun Experts!

NATION'S COMEDY KINGS
ACCLAIM "FUNNIEST MOVIE
IN TWENTY YEARS!"

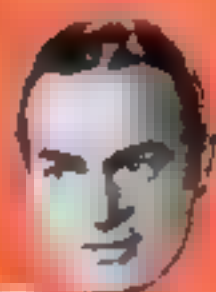
"It's murder!
So funny, it'll make you
die laughing."



THE PLOT! John Lund, poor but nerry, meets Wanda Hendrix, rich and curvy. She has \$20,000,000 bucks . . . and he has 20,000,000 angles. In order to turn them into cash, he has to pose as her long lost brother. Well, brother, that's where the fun begins!!!



"How funny
can you get?
It should have
happened to Hope."



"Here's
a picture
that has
almost as many
laughs as Crosby
has dollars."

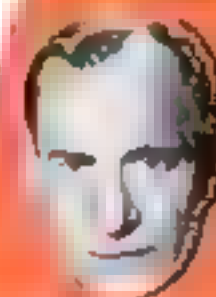
JOHN LUND
Comedy Star Of "A Foreign Affair" So Dumb He Can't
Spell B-a-n-k . . . But He's Got \$20,000,000 In It!
BARRY FITZGERALD
Going The Fun Way . . . As "Social
Secretary" To A Society Dim-Wit!

WANDA HENDRIX
Great New Star of "Ride The Pink Horse" . . .
Riding High When 2 Guys See Heaven In Her Eyes!
MONTY WOOLLEY
Now "The Man Who Came To Dinner"
Wants A Bite Out Of A Big Money Pie!

Miss Tatlock's Millions



"It makes your
funny bone
do nip-ups."



A Paramount Picture with
ILKA CHASE • ROBERT STACK
DOROTHY STICKNEY
ELIZABETH PATTERSON
Produced by **CHARLES BRACKETT**
Directed by **RICHARD HAYDN**
Screenplay by Charles Brackett and Richard L. Green
Suggested by a play by Jacques Deval

"You'll be holding your
sides when you see this blue
ribbon cast romp through the
funniest picture in years."



"They'd better
pad the aisles when
they show this one.
Customers will be
rolling in 'em!"

Jacqueline Crouse's smile wins a feather for her hat!



Jacqueline Crouse, Art Student, outsparkled 1300 of Boston's brightest beauties in a Community Fund contest to choose the city's 1948 Red Feather Girl. A jury of prominent citizens awarded her the "crown"—a Lilly Dache hat adorned with a red feather, symbol of the Community Chests of America.

Jacqueline's smile has a way with college men, too. They voted her "Sweetheart of Sigma Chi" at Brown University. Now her smile is brightening the campus of the Rhode Island School of Design. "It's a Pepsodent Smile," Jacqueline says. "No other tooth paste will do for me!"

The smile that wins is the Pepsodent Smile!

Jacqueline Crouse knows it. And people all over America agree—the smile that wins is the Pepsodent Smile! New Pepsodent with Irium is their 3-to-1 favorite for brighter smiles.

Wins 3 to 1 over any other tooth paste—families from coast to coast recently compared delicious New Pepsodent with the tooth paste they were using at home. By an average of 3 to 1, they said New Pepsodent tastes better, makes breath cleaner and teeth brighter than any other tooth paste they tried. For the safety of your smile use Pepsodent twice a day—see your dentist twice a year!



ANOTHER FINE LEVER BROTHERS' PRODUCT

LETTERS TO THE EDITORS

CONTINUED

Sirs:

... I believe General Hoyt S. Vandenberg is out of uniform as he has no "U.S." on the lapels of his jacket.

It seems to me that the general's aide or orderly and the general himself slipped up the day the picture was taken or perhaps the Air Force has new uniform regulations. In that case the generals on page 88 and the front cover are out of uniform.

ELMER S. WATSON

Wethersfield, Conn.

• Neither General Vandenberg nor his colleagues are out of uniform. Air Force regulations allow generals to put on or take off insignia as they choose.—ED.

FRENZIED FOOTBALL

Sirs:

As a member of the University of Michigan Marching Band, I would like to lodge a complaint against the obviously misleading sources of information for your article "Frenzied Football" (LIFE, Nov. 1).

There are no "ringers" in our band. The one and only non-student who made the trip to the Rose Bowl in band uniform was a faculty member of our School of Music who took the place of a bandman unable to make the trip.

While many of us carry "Petrillo cards" as you put it, we neither receive nor expect remuneration for our work. . . .

The band is not subsidized by the Buick division of the General Motors Corporation. We are very grateful to Buick for affording us the opportunity of accompanying our team to away games but Buick has nothing to do with the way we operate and, personally, I don't believe they wish to have any say about our operations.

In addition I find it hard to believe that any student of Ohio State or any resident of Columbus would be so poor a sport as to spread such rumors.

FRED R. UTLEY

University of Michigan
Ann Arbor, Mich.

• If Michigander Utley ever has to taste as much bitter defeat from Ohio as the Ohio State rooters have in recent seasons from Michigan, he may better understand their occasional lapses into rumor-mongering.—ED.

Sirs:

... The members of our band start and stop playing in unison, play the same tune at the same time, and can outmaneuver any band in the Middle West. What's more, we WIN our football games!

SIGMA PHI EPSILON FRATERNITY

University of Michigan
Ann Arbor, Mich.

Sirs:

Thanks so much for the wonderful, wonderful article about those of us who live and die with the Ohio State team. Even this far away, I can still recall the thrill that sweeps over you as you take your seat in the stadium and wait for the band to appear and start charging down the field to *The Buckeye Battle Cry*. No wonder we weep—there's nothing so stirring. . . .

ALICE NEWELL

New York, N.Y.



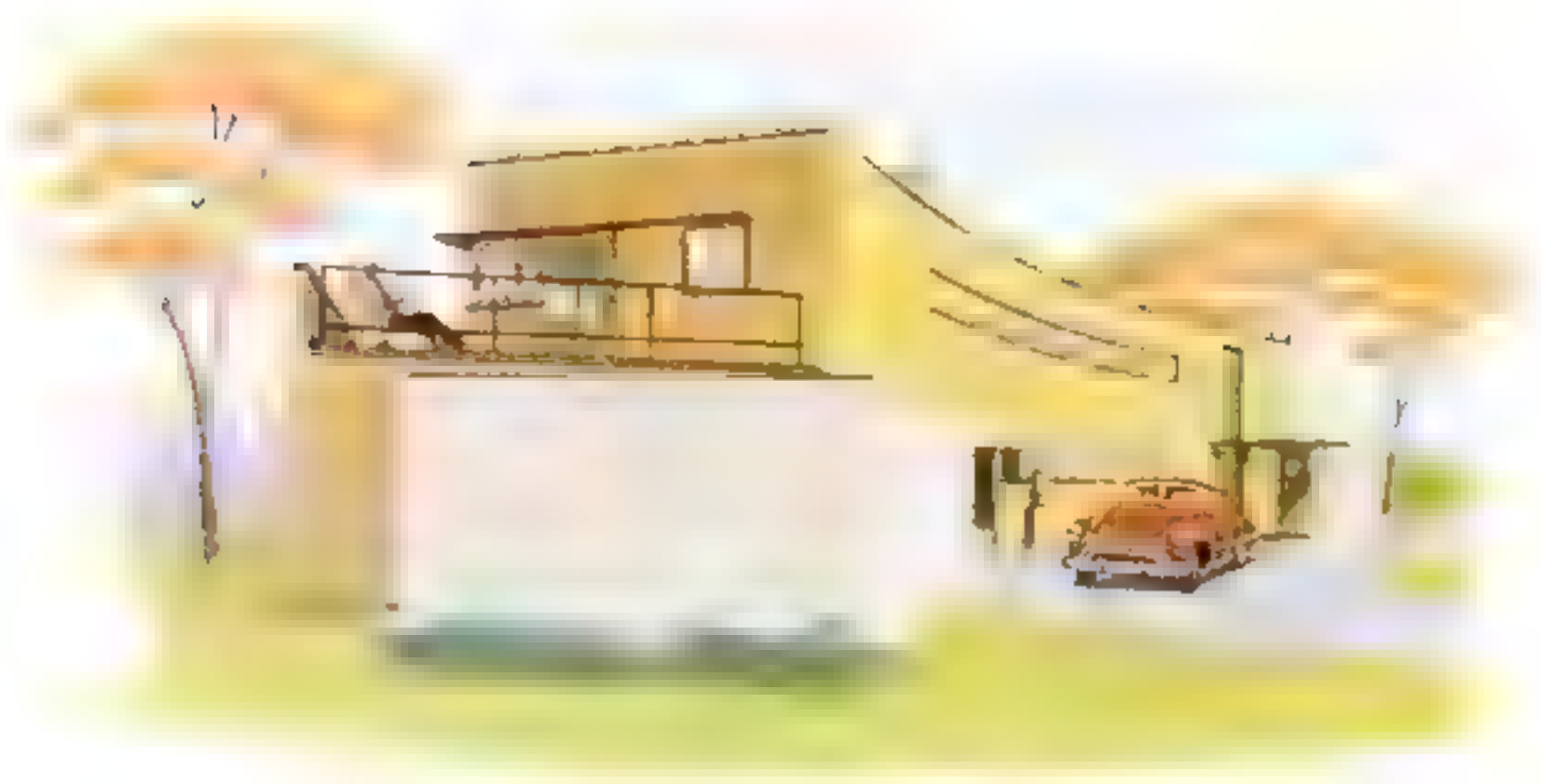
The "PONY
EXPRESS" by
Robert
Bruce

Ride 'em cowboy! Robert Bruce makes the old wild-west live again in this dashing, colorful, "Pony Express" design. Pure virgin wool, expertly knit . . . tailored—in smartness and luxurious warmth. Yes, everything to please the little fellow and take long years of punishing wear. See it, at your favorite store . . . \$5.

ROBERT BRUCE KNITWEAR COMPANY
Philadelphia 44, Pa.

CONTINUED ON PAGE 25

FUTURAMIC



Architect George Fred Keck built
tomorrow's way of living into this new home
... just as tomorrow's way of driving is
built into the Futuramic Oldsmobile!



*Hydra-Matic Drive, white
enamel tires optional at extra cost

Look fast... you'll catch a glimpse of tomorrow... it's a Futuramic Oldsmobile swinging into action! Watch it as it wings down the road... the sleek, low lines blending with the breeze... that massive hood ahead of the pack. Then slip behind the wheel of the Futuramic Oldsmobile and let GM Hydra-Matic Drive* take over! You'll ride a high tide of power out into the clear... without ever touching a clutch or shift! And to climb a hill... pass another car... or whisk out of danger... just step on the accelerator and *Whirlaway!* Once you've known this "thrill of tomorrow," you'll also know why the Futuramic Oldsmobile is making new highway history!

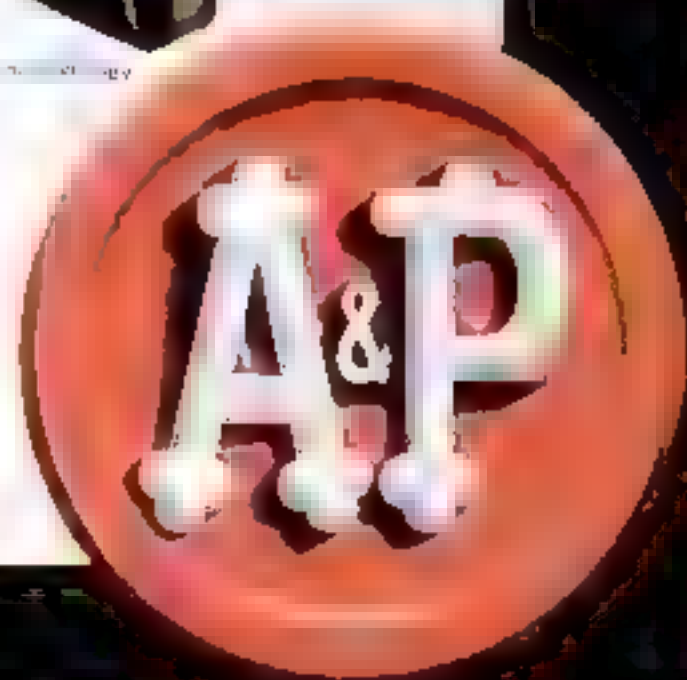
FUTURAMIC

OLDSMOBILE

Take in Henry J. Taylor, Mutual Network, Mondays and Fridays



The image shows three bags of instant coffee. On the left is a bag of 'EIGHT O'CLOCK' instant coffee, which is orange and white. In the center is a bag of 'RED CIRCLE' instant coffee, which is yellow and white. On the right is a bag of 'BOKAR' instant coffee, which is black and white. Each bag has its brand name and 'INSTANT COFFEE' printed on it.



() F 2 2 5

LETTERS TO THE EDITORS

CONTINUED

LETTER FROM GERMANY

Sirs:

A favorite motto of my one-time Latin teacher was "With me, with God and in America nothing is impossible." With this sentence I wish to preface a letter which brings an odd request to you, the people from the "country of unlimited possibilities."

I learn that the dollar wages earned by former prisoners of war are now to be paid. It is not much what I earned during my captivity, but with it I can perhaps give pleasure to someone.

In 1944 in Dordrecht, Holland I was the doctor in charge of a section caring for American and British prisoners. There was a young American in the room for the severely wounded. I can remember only his last name, Frazer, and that of the man in the neighboring bed, a Lieutenant Westerborg of Ohio. Westerborg owned a shipping company in Pittsburgh or Cleveland.

Later, during my own captivity, I lost their exact addresses. Frazer was a little older than I. His lower leg was shattered and had to be amputated.

During the days before and after his operation I was frequently at his bedside. The thin little fellow and I got along—understood each other—very well. Even when he was in great pain, he always said simply, "Okay."

In our talks he told me he had to work very hard for his living. When I told him that his leg could not be saved, his world came to pieces. He was much less concerned over loss of his leg than care for his family who depended on him for their living. We had to separate soon, and we never again heard of each other.

Perhaps it would be possible to find in the lists of veterans—of war victims—somebody whose name is Frazer, who is about 30 years old and whose leg was amputated in Dordrecht in the autumn of 1944. If this can be done, then please send him or his family the money I have earned as a small Christmas greeting from the Old World which took so much from him.

NAME WITHHELD

Berlin, Germany

● The above letter, originally written to the American-edited *Neue Zeitung*, was forwarded to LIFE by its Berlin correspondent.—ED.

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REG. U. S. PAT. OFF.

You've got it
**UNDER
YOUR THUMB!**



Easy to see ..
Easy to set!

HOT

in 30 seconds

HEATS QUICKER, STAYS HOTTER, IRONS FASTER

Until you've used Sunbeam Ironmaster, you've no idea how much faster and easier ironing can be. No waiting for it to heat up—it's ready to go in a split minute, and always delivers the correct, steady heat for whatever fabric you're ironing. That's why you finish quicker, feeling fresher with a Sunbeam on the job.

SUNBEAM HAS the Thumb-tip Heat Control Dial up in the handle, where it is always cool and convenient. Easy-to-see. Easy-to-set. A finger-touch sets it for the correct, safe heat you want.

SUNBEAM HAS the Quick, Steady Heat made possible by Double-Automatic Heat Control, an exclusive Sunbeam invention. Heats faster—but never overheats. Reaches safe Low Heat for rayons in 30 seconds, quick High Heat for heavy, damp linens in 2½ minutes.

IN ADDITION, IT HAS the air-cooled, wrist-resting handle... larger ironing surface... permanently attached cord set... new streamlined beauty.

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gets at
back teeth
easily...
comfortably

SQUIBB
ANGLE
TOOTHBRUSH

best like a dentist's mirror
it reaches more places



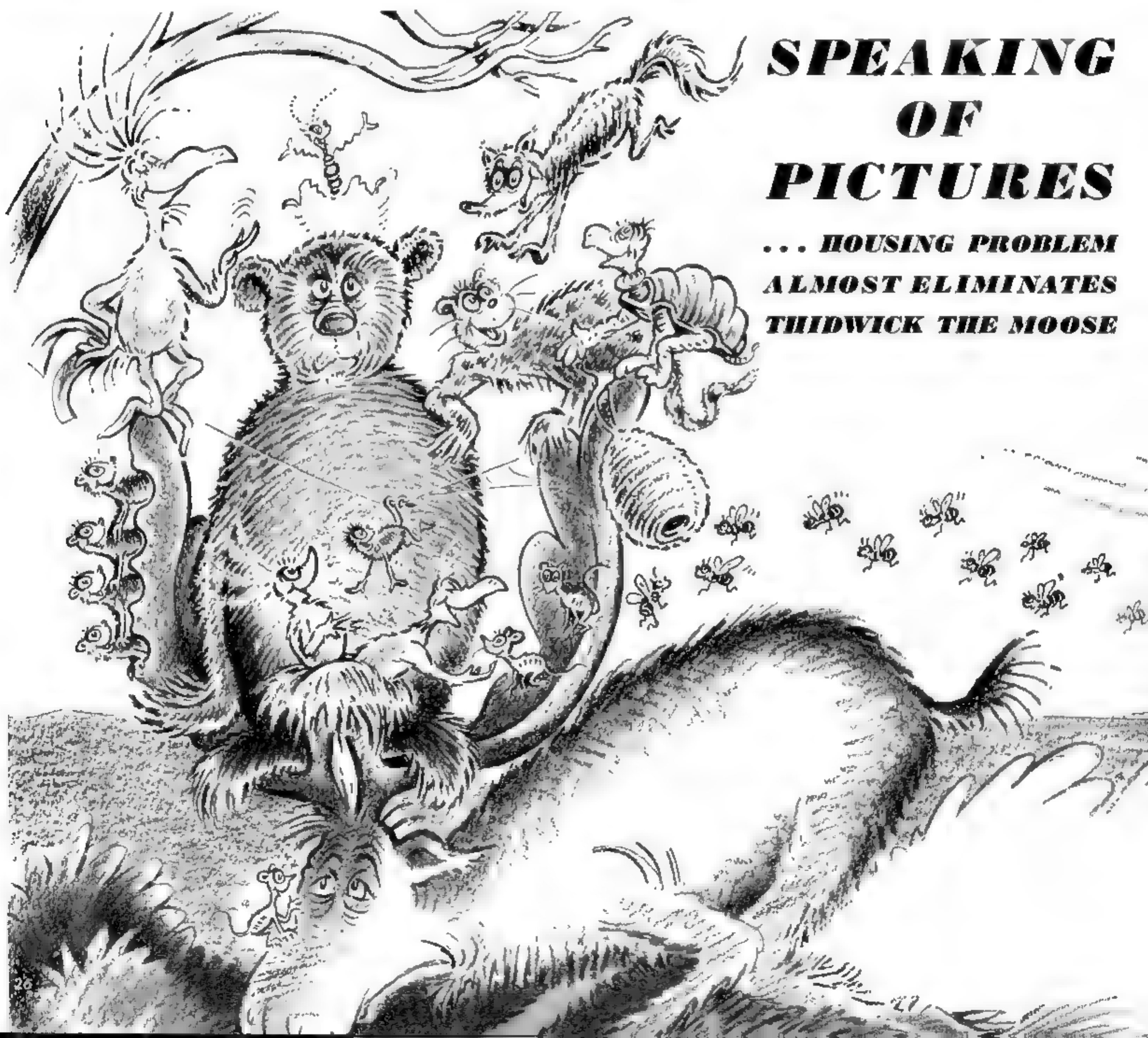
BINGLE BUG accosts Thidwick during a lunch of moose-moss and asks him for free ride on his antlers.



ZINN-A-ZU BIRD and Tree-Spider (right) also move in on Thidwick's horns and begin to construct a moose-hair nest.



UNCLE WOODPECKER, near-relative of Zinn-a-zu Birds, shatters moose's calm with early-morning drilling.



SPEAKING OF PICTURES

**... HOUSING PROBLEM
ALMOST ELIMINATES
THIDWICK THE MOOSE**



4

TURTLE AND ROBCAT (right) four squirrels (left) join the other tenants in the big-hearted moose's antlers.



5

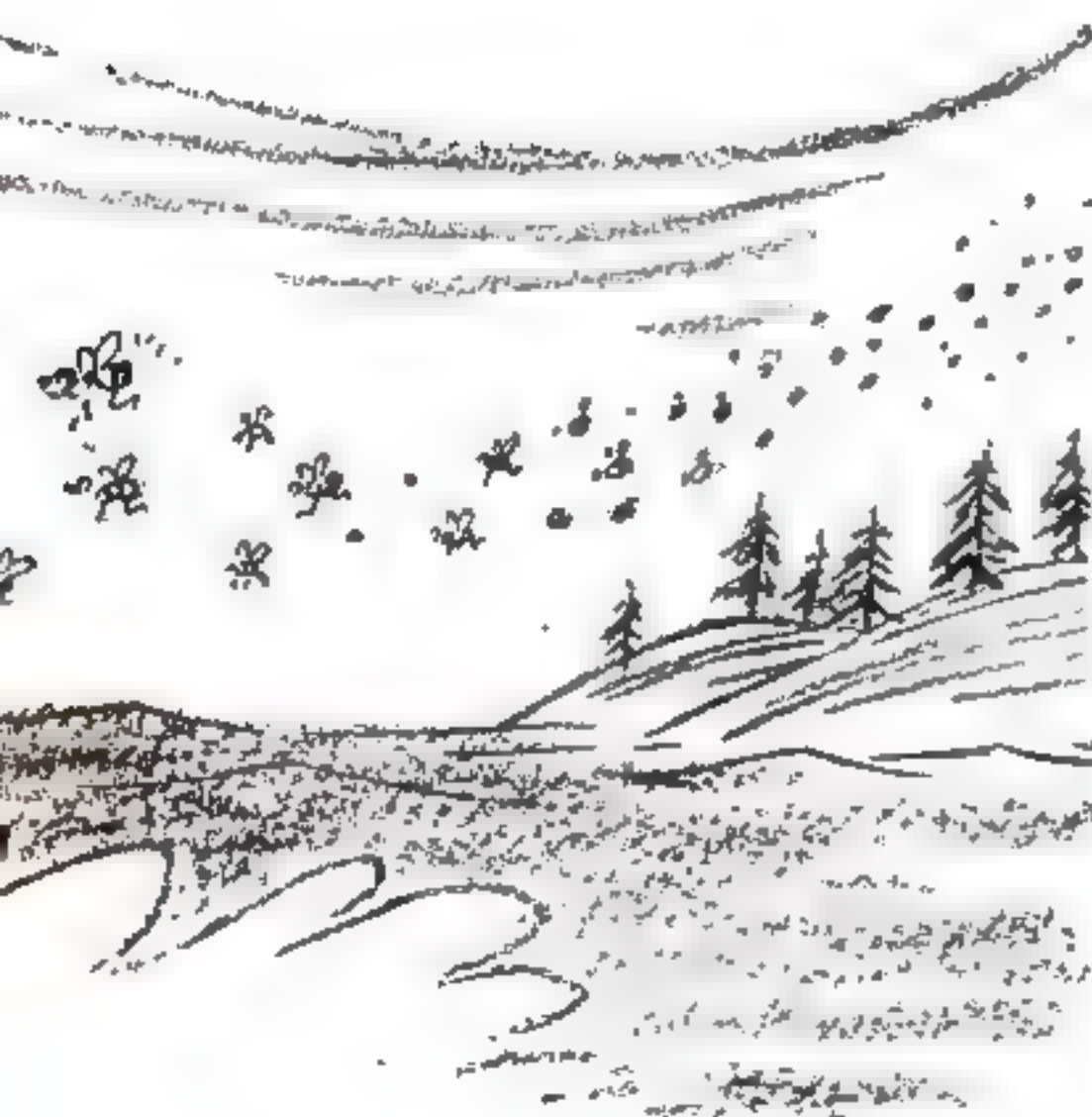
UNENCUMBERED MOOSE, seeking better moose-moss on south shore of lake, leave Thidwick to make his way alone.



6

A CHORUS OF PROTEST rises from Thidwick's guests on his plan to join other moose on south shore.

The dire consequences of being too hospitable are all too clearly shown in these pictures from a new children's book, *Thidwick the Big-Hearted Moose* (Random House, \$2). Written and drawn by Theodor S. Geisel, who usually signs himself "Dr. Seuss," the book tells how Thidwick's antlers easily solve the housing problem of a few insects (upper left) but strain considerably under the weight of their ultimate load (lower left), which includes fleas, mice, squirrels, a bear and 362 bees. Only a party of hunters solves his problem (next page). Best known for inventing the phrase "Quick Henry, the Fht!" Geisel under his own name writes documentary movie scripts for Hollywood. Cartooning is a spare-time affair for him, as is his hobby of constructing odd animal heads so that the horns and tusks his friends and admirers send him don't clutter up the closets.



7

TO THIDWICK'S DISMAY, a bear takes advantage of his hospitality and is immediately followed by 362 bees.



8

A NEW PERIL in the form of a hunting party from the Harvard Club shouting, "Get that moose!" threatens to

render both the soft-hearted Thidwick and his guests extinct. For Thidwick's solution to the problem, turn page.



At last
men and women agree!

Women like the A.S.R. Lighter because it's *so* lovely to look at. Because it doesn't chip fingernails.

Men like the A.S.R. Lighter because it lights for weeks without refilling. Because it opens and lights *automatically*. Because you can pass the light without passing your thumb.

And *both* like the smart, original styling that distinguishes each member of the handsome A.S.R. Lighter family!



The lighter that *lights*

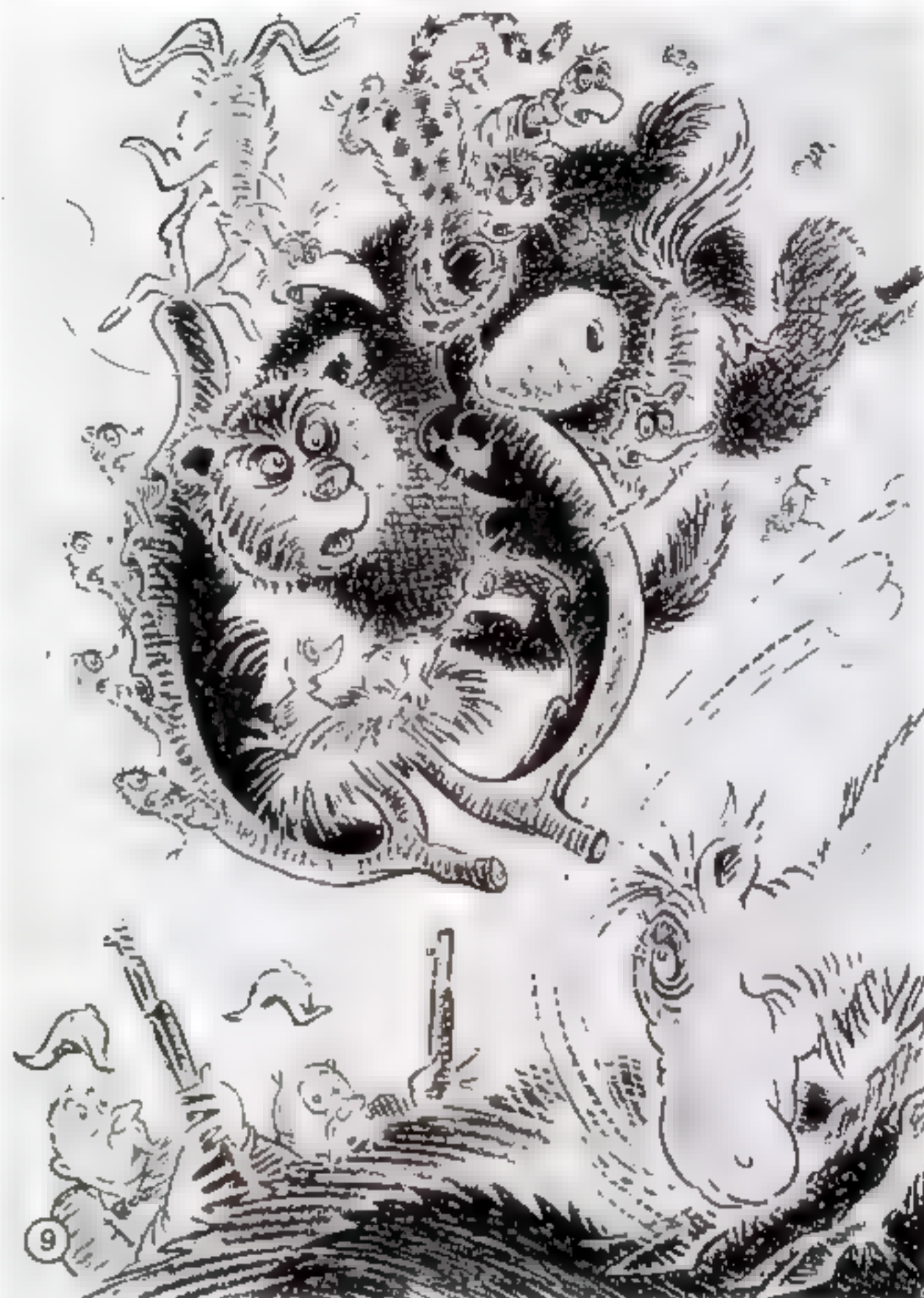
POCKET LIGHTERS in Rhodium finish, dramatic Enamels, high style Leathers and Gold finish, \$7.50 to \$10. Sterling Silver, \$22.50 plus Fed. Tax. 14-carat Gold, styled by Cartier, \$200 plus Fed. Tax.

'THE CLASSIC'—New A.S.R. Table Lighter. Platinum-group Rhodium finish resists tarnish, can be engraved. \$12.50—No Fed. Tax.

At jewelry or department stores. Precision-made and guaranteed by the makers of Gerni Razors . . . American Safety Razor Corp., Brooklyn 1, N. Y.

SPEAKING OF PICTURES

CONTINUED



HUNTERS ARE THWARTED when Thidwick, suddenly recalling annual shucking of moose antlers, decides to transfer whole problem to Harvard men.



HUNTERS ARE THWARTED for chase by the acquisition of Thidwick's antlers. The whole mess is now stuffed and mounted on walls of Harvard Club.

His Report card
Up From "C" to "A"
in only
3 Months!

Stricken by polio and rheumatic fever, brave young Allen Couch made a thrilling comeback in school with the help of his
WORLD BOOK ENCYCLOPEDIA

"My son, due to attacks of infantile paralysis and rheumatic fever, found it difficult to hold his own with other children of his age. He developed an inferiority complex which affected him academically as well as emotionally. His report card showed an average of "C" (just passing). I was advised to get the World Book by several of our well-known educators; so we gave him a set for Christmas. Immediately after, we noticed an amazing change. He was enthusiastic about his books and this soon extended to his school work. His marks jumped in the first quarter after receiving the World Book to "A" in most subjects. He is no longer a shy, retiring boy. He is happy in school, has acquired poise and self-confidence. All this since he received his present of the World Book!"

From an unsolicited letter written August 2, 1947 by Allen's mother, Mrs. William Couch of Nyack, New York



9 out of 10 families report their
children advance more rapidly
with **WORLD BOOK ENCYCLOPEDIA**



*It's up to date
with '48!*

**The Completely New
\$2,000,000 Edition!**

Not every child can make the heroic progress of Allen Couch as the result of having the World Book. But so many unsolicited letters, like that above, have been received from proud and happy parents that a national survey was made. In the survey, parents were asked if their children had benefited from having the World Book. Nearly 9 out of 10 said "Yes"! They reported that their children had received better grades in school, were encouraged to hunt for facts, had built the habit of wanting to know. And the habit of knowing forms the habit of success.

Parents enjoy World Book, too, because every one of the 10,000 pages is as bright and interesting as the latest magazine. Over 18,000 illustrations, with 1500 in full color!

Educators and librarians have recommended World Book for over 30 years. Talk to them and you'll feel that World Book will make a perfect Christmas present for all the family.

Write today for free booklet containing actual pages and pictures from the new World Book. No obligation. The World Book Encyclopedia, Department LI-11, 35 East Wacker Drive, Chicago 1, Illinois.



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Don't let your children suffer *because of the high cost of food!*

ASEVERY mother knows, food prices are high and there's a pressing need for cutting corners.

Today—during their critical growing years...there's more danger than ever that your children will miss some of the essential vitamins and minerals. As a matter of fact, 3 out of 4 people—grownups as well as children—may not get sufficient vitamins in their regular meals.

But you don't have to run the risk of letting your children, or the adults in your family, suffer because they don't have the benefit of these important food elements.

Do as many wise mothers do:

Serve your growing children HEMO,* made with milk, at least twice a day. Serve it to your whole family.

HEMO, made with milk, furnishes many of the essential food elements, making it one of the least expensive foods you can buy.

Think of this: *Just 2 glasses of HEMO, made with milk, supply the entire day's needs of Vitamins A, B₁, B₂ (G), D, Niacin; and the important minerals Iron, Calcium, and Phosphorus!*

And the HEMO you use costs only about 6 cents a day!

Try HEMO today! Your children will love this rich, chocolate-flavored food drink. See how they drink *all* the milk they need without coaxing.

Get HEMO at your favorite food store today.



SOME OF THE BENEFITS THESE ESSENTIAL FOOD ELEMENTS GIVE:

Vitamin A—For good vision and for prevention of night blindness.

Vitamin B₁—Needed for good digestion and for the normal functioning of the nerves.

Vitamin B₂ (G)—Important to general health and vitality and to the health of eyes and skin

Vitamin D—Helps build and maintain strong bones and teeth.

Niacin—Essential to proper nutrition of body cells; also important to health of nervous system.

Calcium and Phosphorus—Needed for growth and maintenance of bones and teeth.

Iron—Blood continually requires Iron in order to carry life-giving oxygen to body cells.

GET YOUR **HEMO** SWIRL MIXER
...69¢ VALUE FOR ONLY 35¢
AND A HEMO FOLDER



New kind of mixer that blends by swirling!

Mixes HEMO perfectly in a jiffy, has dozens of other uses. To get yours, send folder on top of can of HEMO with only 35¢ to The Borden Company, P.O. Box 121, New York 8, N. Y.

Borden's
Hemo*



U.S. Pat. Off.
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vitamins and minerals!**

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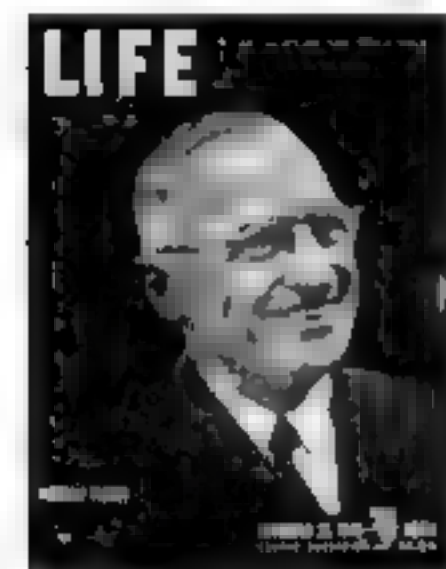
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LIFE'S COVER

The man whom the U.S. has chosen to guide its destinies for the next four years is a trim, friendly, 64-year-old who stands 5 feet 8½ inches and weighs 173 pounds. His eyes behind their thick glasses are a bright and crackling blue, with deep wrinkles of amusement at the corners. His features are sharp and his smile is cocky, and except when he is getting away from it all (as on his Key West vacation on pages 44, 45) he is one of the neatest dressers ever to live in the White House. About the only change that 42 months as President have made in him is that his hair is now silver where it once was merely gray.

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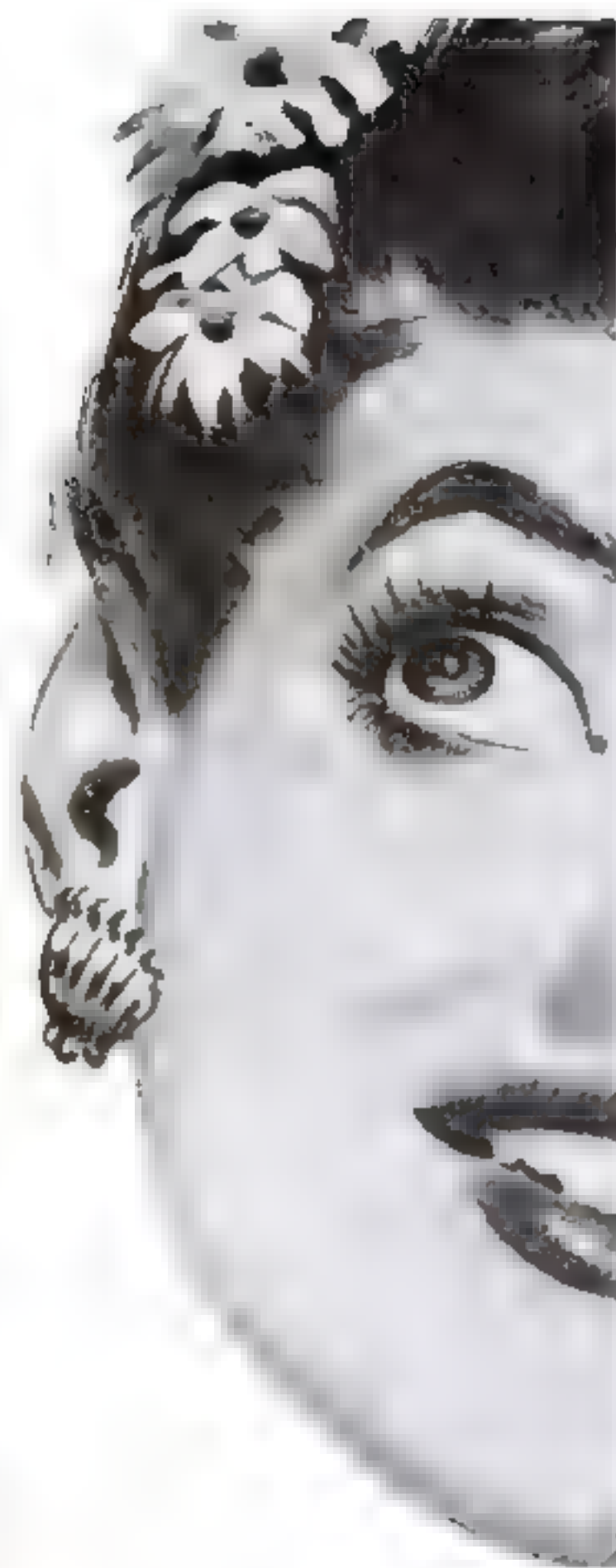
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AT GRAND CENTRAL STATION IN NEW YORK A PROUD LITHUANIAN GIRL INSPECTS THE CITY WHILE AN INTERPRETER HELPS HER PARENTS PAY A CAB DRIVER

AMERICA GETS FIRST OF 200,000 DPs

On the hazy afternoon of Oct. 30, after a 10-day crossing from Bremerhaven, the Army transport *General Black* steamed into New York Harbor. On board were 813 Displaced Persons, survivors of concentration camps and refugees from Russian persecution. They were the first of 200,000 who will come to the U.S. in the next 20 months under the terms of the Displaced Persons Act of 1948. There were 388 Poles, 168 Lithuanians and a scattering from 9 other nations; 493 were Catholics, 161 were Jews. Some were so old that they had little to look forward to except burial at last in American earth; others, like the little girl above, so young that soon they will have no recollection at all of Europe. But all of them felt grateful to the

country that had given them a free ride to its shore.

However there was great doubt among Americans about the magnanimity of the Displaced Persons Act. President Truman, when he signed it, grudgingly admitted it was better than nothing, but called it "flagrantly discriminatory" against Jews and Catholics. (The first shipload, with its high percentage of immigrants of these faiths, is not necessarily typical of those scheduled to follow.) So much criticism has been heaped on the act—its principal author, West Virginia's Senator Chapman Revercomb, was defeated for re-election three weeks ago—that its revision stands high on the priority list of the incoming 81st Congress.

Unlike prewar immigrants the DPs already had

homes and jobs prepared for them, either by relatives or by agencies such as the National Catholic Welfare Conference, the Church World Service and the United Service for New Americans. Within a few hours after their arrival, the immigrants were en route to 27 states. Some had to learn about the size of their new country the hard way—on a bus to California. Others merely took the subway to the Bronx. But wherever they went they found that Americans were glad to see them. Even the customs inspectors on the pier had a kind word. After a tussle with the shabby, burlap-wrapped bundles of a Lithuanian family, one of the inspectors turned to an interpreter and said, "Tell these people for me that now the country is all theirs."



LEAVING THE OLD WORLD, the *General Black* heads out into the North Sea. On board hundreds of immigrants pressed close against the railings for a last backward look.

Many of them, even though they could still see the barbed-wire barricades, wept at the thought of leaving the land which had been their ancestral home for thousands of years.



FAREWELL PARTY is held in Bremen before sailing. The DPs had already picked up a rough idea of American dancing from watching occupation troops and U.S. films.



LEFT BEHIND were Rabbis Isak Haupt (left) and Jonas Feuerwerker. Haupt gave up his place to Feuerwerker's pregnant wife so that her baby could be born in the U.S.



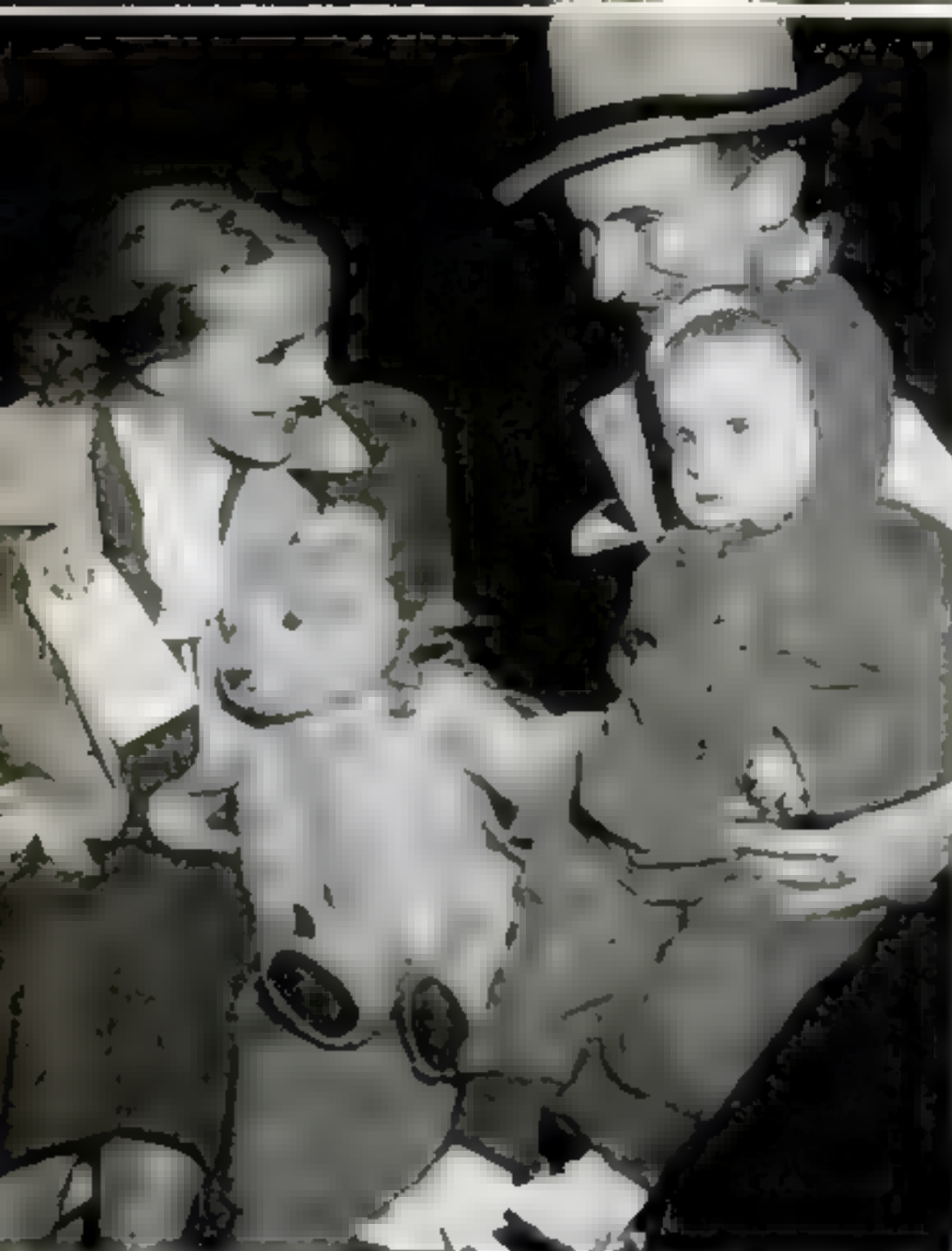
ALONE IN THE NEW WORLD, an old Lithuanian lady waits patiently on the pier for customs inspectors to get around to the pathetic bundle of belongings she and her son

had brought from Europe. Through the uproar of greetings, shouts of escorts and customs men and the short lightning of flashbulbs, she sat stoically watching her luggage



JOYFUL REUNION takes place between an American relative and this DP, who was overwhelmed before he could put down the baby he was holding in his lap. Before the im-

migrants and the Americans could throw their arms around each other they had to wait for hours, separated by a wooden picket fence, while papers and baggage were inspected.



DISAPPOINTED DOCTOR Joachim Bronny laughs with his family even though he has been barred from practice in Fairchild, Wis., which had asked him to come there.

DPs Arrive CONTINUED

NOW THEY ARE "ON THE WARM SIDE OF THE STOVE"

The process of adjustment began as soon as the DPs stepped off the gangplank. For a few it was not easy. Dr. Joachim Bronny (*left*) of Poland had planned to go to Fairchild, Wis. where the doctorless townspeople had hopefully prepared a home for him. But when he reached New York he found that the Wisconsin State Medical Board will not permit him to practice medicine there. For most of the others, however, there were no disappointments. In a fortnight a Pole named Frank Wilforth moved into a home in New York, was hired as a tailor, found a job for his 18-year-old daughter and enrolled his 8-year-old daughter in public school.

The largest occupational group was 87 farm workers whose goals were Illinois, Michigan, Indiana. New York City became home to 218, including 63 orphans. Pennsylvania absorbed 77, Michigan 55, New Jersey 42. Professors, architects, musicians, millers, dentists, confectioners, locksmiths, barbers, garmentworkers and ballet dancers were distributed all the way from Florida to North Dakota.

Vaclovas Paplonskis, a Lithuanian mechanic, and his family (*below*) went to Baltimore to move in with cousins, Mr. and Mrs. Frank Yakaitis. During the long trip at night down through New Jersey, Pennsylvania and Maryland, the Paplonskis' remained awake to look out through the smog at the neon signs. Even after they reached Baltimore at 4:30 a.m. they could not sleep but stayed up to go to Mass. At breakfast they stared wide-eyed at American food, but Mrs. Paplonskis, close to tears, was too excited to eat it. Only 4-year-old daughter Audrone, who has spent almost all her life behind barbed wire, was able to adjust quickly. Within 12 hours she was at home at a Halloween party and had learned phrases in the new language which it will take her parents months to learn. As her father watched her changing from a numbered DP into an American, he quoted a Lithuanian saying to anyone who would listen: "It is only warm on the warm side of the stove." Then he would look around and say, "This is the warm side of the stove."

THE PAPLONSKIS FAMILY GOES TO BALTIMORE



ON THE PIER Mrs. Vaclovas Paplonskis of Lithuania waits with son Algirdas and daughter Audrone while her husband is off getting customs clearance for their baggage.



AT A HALLOWEEN PARTY with American friends, of 10 minutes' standing, young Audrone Paplonskis (at head of table) happily toots a horn and fingers her Indian head-

dress. Her American relatives, some of whom were immigrants themselves many years ago, are now prosperous. One of them owns a '48 car in which to take her sightseeing.

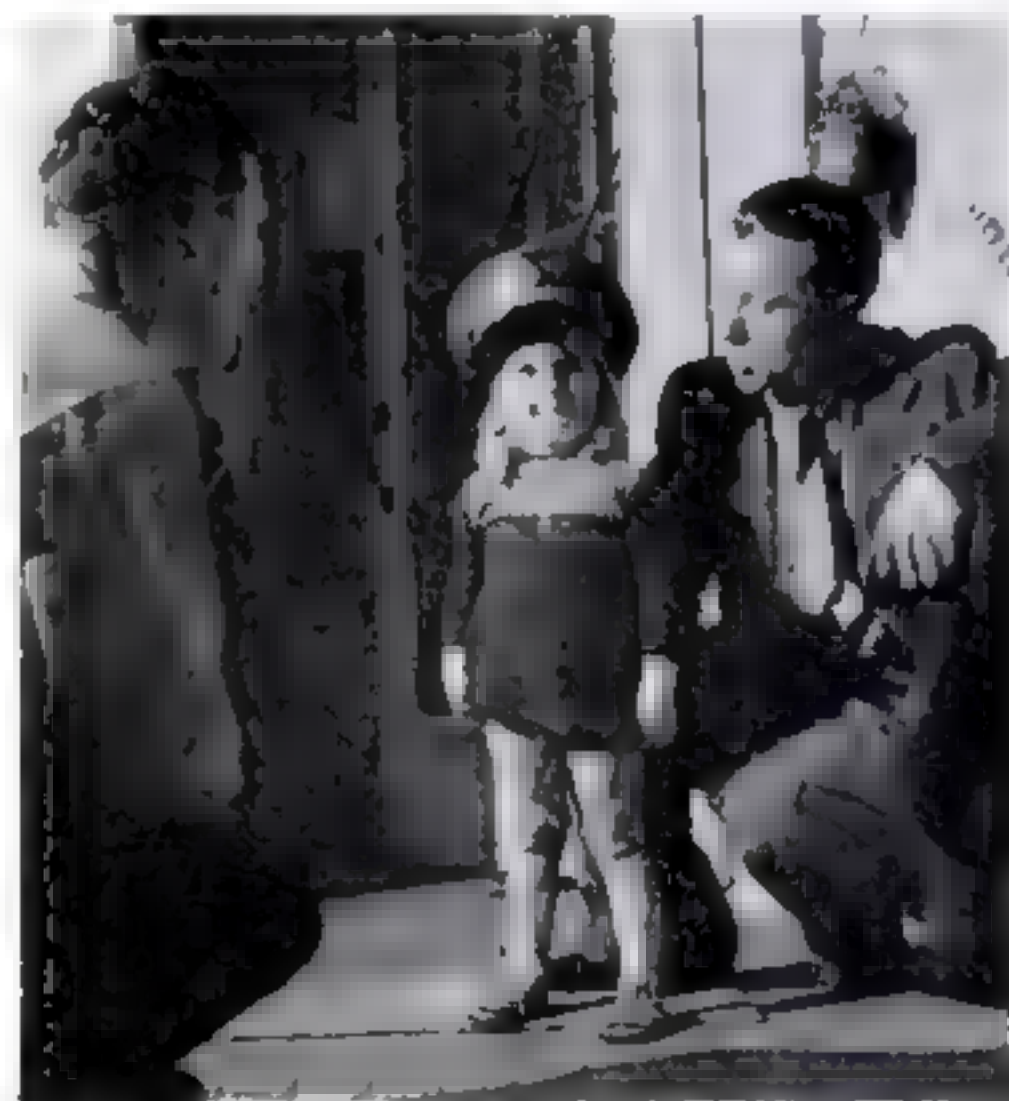
THE SIMONIS FAMILY GOES TO SANTA BARBARA



IN NEW YORK young Daiva Simonis, who soon woke up to take a taxi ride (*p. 33*), sleeps in her father's arms while mother Maria sews up her burlap-wrapped luggage.



IN CALIFORNIA, after a four-day transcontinental train trip, the Simonis' are welcomed by brother-in-law Lawrence Kota at the door of his house in Santa Barbara.



ONE HOUR LATER Daiva is already happily at home as she tries on the hat of Postman Henry Miller while her father (*right*) tries to teach her to say "Good morning."

IN HER NEW HOME AFTER A 6,500-MILE JOURNEY FROM EUROPE
A WEARY 2-YEAR-OLD DROPS OFF TO SLEEP WITH HER NEW TOYS





NATIONALIST WOUNDED thump aimlessly around Taiyuan on padded crutches while Communist artillery rattles the chill November air outside the city's 10-foot thick

walls. At mid-November there were some 15,000 wounded soldiers jammed into makeshift hospitals in Taiyuan, which has been besieged by Communist troops for 11 months.



HOSPITAL holds over 1,000 casualties, about 10 times as many as an American Army hospital of equal size. The patients sleep on dirty straw mats, in their padded uniforms.



ARSENAL produces 75-mm. guns for Nationalist army, which rushes them out to the front outside of Taiyuan as soon as finished. Japan held this arsenal from 1937 to 1945.

THE SIEGE OF TAIYUAN

Here and at Suchow, Chiang's much defeated armies fight desperately for the life of Nationalist China

China's Nationalists were struggling for survival last week, and they seemed to be losing. The civil war in its crucial stage was a mixed affair of sieges, open battles, political and economic disintegration. Now that Mukden had fallen, the most important Nationalist city under siege was Taiyuan in North China, where *LIFE* Photographer Jack Birns took the pictures on these pages. Taiyuan was vital because of its arsenal, one of the last sources of munitions for Chiang Kai-shek's armies. Behind the city's walls

aging but tenacious Marshal Yen Hsi-shan (*p. 41*) directed an army of 90,000 men (including 400 Japanese) and thousands of civilians in a determined defense against besieging Communists.

But the ultimate fate of Taiyuan was not in the hands of Marshal Yen. It was being decided 350 miles to the south, at and near a dusty city called Suchow, where China's Grand Canal bisects the Yellow River plain. Last week Suchow had become the hub of one of the vital battles of history. Around Suchow were

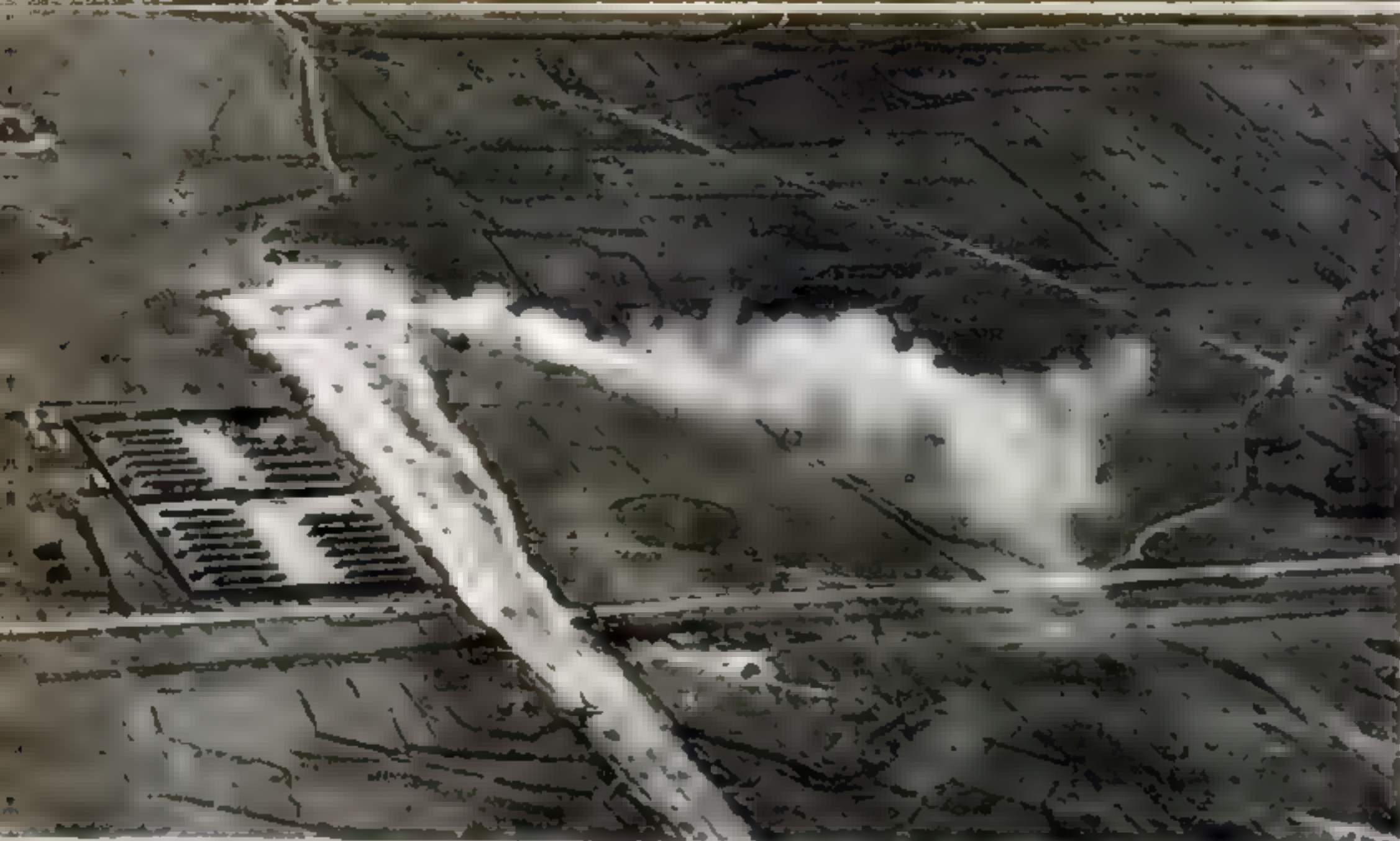
grouped the largest remaining forces of the government and the armies of three victorious Communist generals who hoped to seal the conquest of China in one engagement. Both sides called it the greatest battle in China's history. Official dispatches, which often exaggerated, said that one million men were in the fight. Generalissimo Chiang Kai-shek flew from Nanking to the battlefield, still trying to draw victory out of armies which had failed in Manchuria and already had given most of North China away.



CIVILIANS in Taiyuan are also mobilized. They carry food to troops and stones to the outskirts of the besieged city, where the stones are used in building pillbox fortifications.



FORWARD OUTPOST 2 miles outside of Taiyuan's wall is just half a mile from Red artillery, which opened a barrage just as *LIFE*'s photographer was taking this picture.



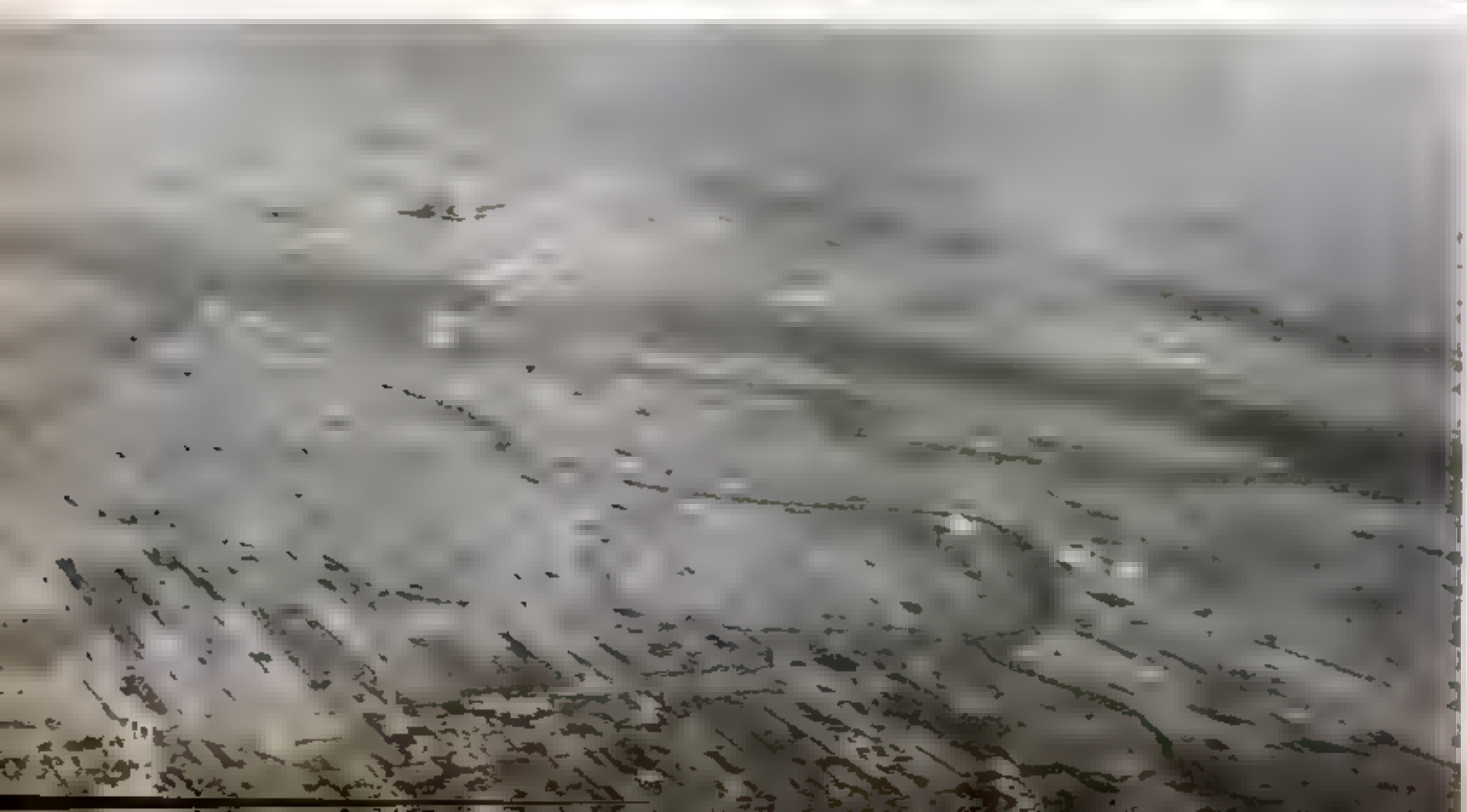
A DUSTY AIRSTRIP (above) is Taiyuan's last direct link with Nationalist China. It was constructed 5 miles to west of the city by Marshal Yen's troops after Com-

munist shelling wrecked the old airfield. Here a Chinese air force C-47 is taking off after delivering supplies. The airstrip can take fully loaded C-47s, half-loaded C-46s.



A PRECARIOUS AIRDROP supplements the supplies landed on the Taiyuan airstrip. Above: Chinese soldiers inside a cargo plane await the signal to begin tossing out

double-sewn bags of rice. Below: several cases of ammunition float down on Taiyuan under white parachutes. Food is dropped from about 700 feet without parachutes.



Siege of Taiyuan CONTINUED



CHIANG KAI-SHEK is assisted into coat by his aide at the Peiping conference with General Fu Tso-yi (right).

GOVERNMENT ATTEMPTS TO REINFORCE ARMIES

As the climactic battle was joined, the Nationalists reinforced their strength as best they could. In the north Chiang Kai-shek tried to shore up morale by giving General Fu Tso-yi full command. In the Yangtze valley green troops moved by rail from Shanghai (below) to the Suchow front. But the supply of Taiyuan by an airlift far more hazardous than Berlin's showed Chiang's determination to keep his forces fighting. Transports landing on emergency airstrips were often under Red artillery fire, and to lighten the C-46s enough to permit a safe landing on the soft dirt surfaces some supplies had to be dropped. As Communist pressure on Taiyuan increased it looked as though its commander, tired old Marshal Yen Hsi-shan, might have cause to take the poison which he kept close by him (opposite). He was convinced that death would be preferable to capture by the Communists.



REINFORCEMENTS muster at the North Station in Shanghai for deployment along vital rail line to Nanking.



BITTER TEA OF MARSHAL YEN may be drunk from these capsules, if and when Communists force their way into Taiyuan. Each of the 501 vials which the old Mar-hal

has spilled out on his desk (*above*) contains a fatal dose of potassium cyanide. Marshal Yen, his family and his staff have pledged suicide before surrendering to Communists.



COLLAPSED CORNCRIB, hastily improvised of chickenwire and snow-fencing for the bumper crop, burst when a Storm Lake, Iowa farmer stuffed it with 1,500 bushels.

THE U.S. HARVESTS A RECORD CORN CROP

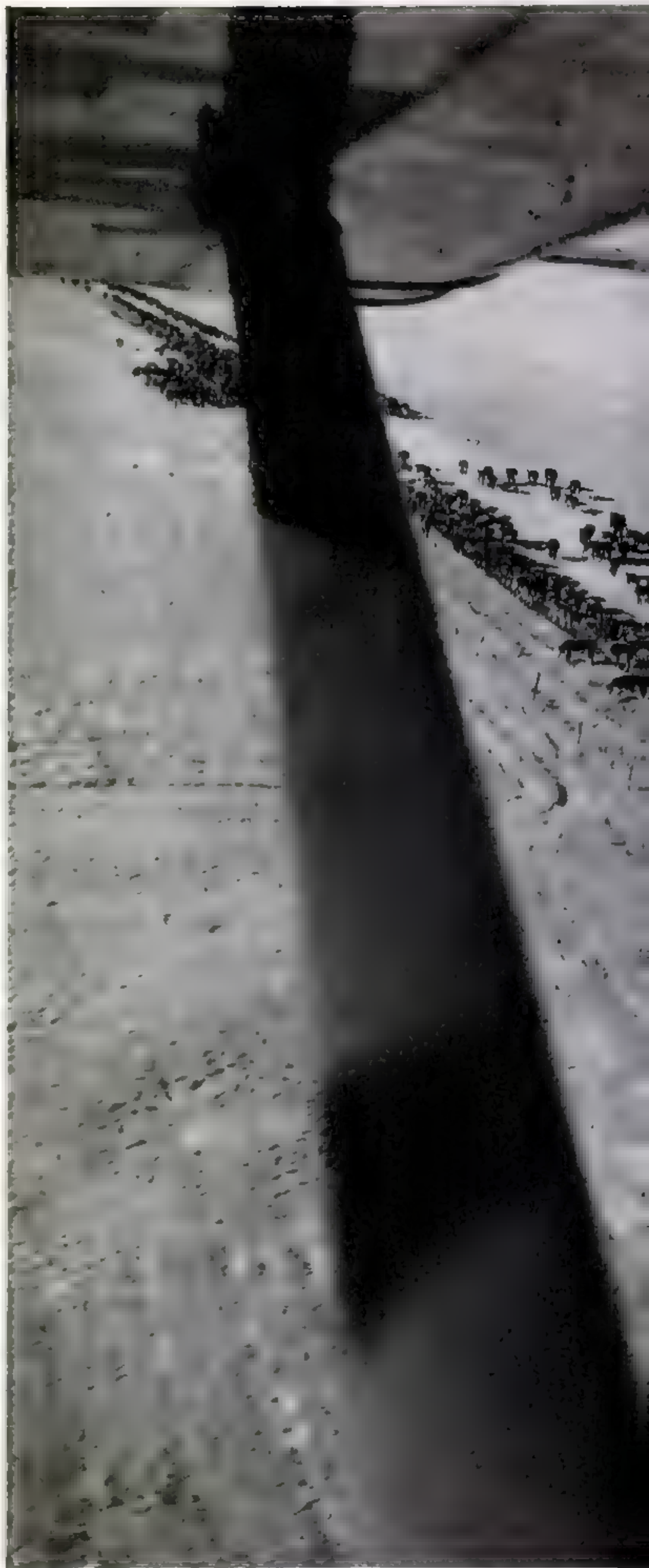
But worried farmers hesitate to use it to fatten beef

American farmers last week were gathering up the last kernels of the biggest crop in history. In the corn belt, for instance, farmers found that they had a staggering 3,649,510,000 bushels. But it was a mixed blessing.

Farmers' barns, cribs and even unused schoolhouses were overflowing. Grain elevators were jam-packed. Rail transportation was scarce. Improvised cribs made of snow-fencing were bursting (*above*). The price of corn has been dropping fast—in one Iowa town 2,000 bushels which last year might have brought \$2.60 went for 67¢. Almost anywhere in the corn belt, buyers could get as much as they wanted for a dollar a bushel, 37¢ below the government's support price. The support had buckled because there is no place to store the surplus grain, and government loans cannot be made on corn in fields or makeshift bins.

Just as the huge crop meant trouble for farmers, it might mean trouble for consumers. Even though beef cattle (*below*) were still heading for the markets, there was a decline in shipments and the corn surplus made farmers even wavier about next year. Most of them were saying last week that "dollar corn means \$15 cattle," which is a far cry from the \$2.60 corn and \$10 cattle of a year ago. Already they were planning to feed their surplus corn to chickens, hogs and sheep in 1949. The consumer will then get more poultry, eggs, pork and lamb, but the price of beef will remain high due to the resultant dwindling supply.

FAT CATTLE pour into the sorting pens in Wyoming. They will soon reach wholesale markets, but over-all receipts are falling and the price farmers receive for cattle is off.



CANADIAN CATTLE—almost 2,000 yearling and 2-year-old Herefords—are driven across Alberta from the grazing lands in the West toward the feed lots of Calgary, Canada.



dians, who grew little corn, had a bumper year in other crops. Unlike Americans, they are now making plans to raise large quantities of beef in 1949, both for market and to in-

crease their herds. If the supply of beef remains low or dwindles still further in the U.S., Canadian farmers will be able to make handsome profits from sales across the border.



A LONE MARINE STANDS GUARD OVER THE WINTER WHITE HOUSE—A COTTAGE IN THE KEY WEST NAVAL BASE

PRESIDENT RELAXES AND GROWS BEARD

His sport shirt startled Barkley

In Key West the sky was bright and the air was balmy. It was weather fit for a President—especially for a President who had been through a long uphill campaign and needed a rest. Harry Truman rode gaily through the town, noting with pleasure the signs reading KEY WEST WELCOMES ITS FAVORITE VISITOR and GLAD YOU'RE BACK, HARRY. Then, out at the Navy base along the cool blue sea, he took his ease. He got into a linen sport shirt—gift of Key West's American Legionnaires—and let his silver whiskers begin to sprout. When Alben Barkley dropped in for a visit, still wearing a wool suit, the President looked so relaxed as to be momentarily unrecognizable to his running mate (*below*). By the next day he had enough beard (*opposite*) to begin speculating on how it would look when full grown. But the President of the U.S. is subject to some very human restraints—Mrs. Truman joined him and the whiskers disappeared. He also has too many duties to relax for long at a time—in company with Advisers Clark Clifford, John Steelman, Howard McGrath, Les Biddle and others, he finally got down to the serious work of planning for his new and very own term.



FRONT VIEW of President with Alben Barkley (*left*) and Les Biddle shows pockets on sport shirt which led Barkley to say, "I thought you were one of the photographers."



REAR VIEW proves the President's admission about shirt: "It fits me a little quick." Barkley immediately asked, "Where's the general store? I want to get an outfit like that."



THE BEARD is just beginning to sprout in this photograph made on the second day of the vacation. Next day a reporter commented, "It looks as if you're starting a Van-

dyke." The President replied, "It isn't a Vandvke; it's a Jeff Davis" -referring to the type of mustache and chin whiskers which were worn by the President of the Confederacy.

DISASTER IN CHINA

AMERICANS MUST MAKE SOME HARD CHOICES AND DO SOME HARD THINKING ABOUT A NEW ASIA

Disaster follows disaster in China. Manchuria is lost, and the Communists continue to defeat the armies of Generalissimo Chiang Kai-shek. The economy of his cities is collapsing; the people riot for food and foreigners flee. Chiang's government trembles and on this weekend is "written off" by some of his own ministers and generals as well as by American diplomatic and military observers in his capital, Nanking. The Generalissimo, indomitable as ever, tries to rally his people and his armies to further war. But the people want peace and the armies are weak. All the news would make it seem that Nationalist China—the China that Americans have known, befriended, neglected, deplored—is dying.

It is sad news, grave news. It is sad for, among others, the editors of LIFE. We are aware that our interest and belief in China have not been shared by most Americans or by the U.S. government. We are certain that if it had been otherwise the Communists and their masters in Moscow would at this moment be losing Asia, not winning it. But the present overwhelms the past; what has been done and not done is of no matter now. The misfortune touches the U.S. and all the Western world; the tragedy is China's. It is especially a tragedy for the thousands upon thousands of Chinese who before and during their long war of survival have devoted their lives and their labors to the building of a progressive and enlightened China. It is tragic, also, though some of them do not know it, for the venal men, the mistaken men, the merely stupid men of place and power who have done much to bring their country low. There remain the people: the people of the land, the armies, the enduring heart of China. Now and always we salute them and wish them well.

The Alternatives

Now the U.S. must calmly weigh the present facts and the probable future in China, and its likely position in the world struggle with the Soviet Union. There seem to be four immediate alternatives:

1) That Chiang Kai-shek, not for the first time, will miraculously retrieve his fortunes and continue to head an anti-Communist government, holding what is left of China until the U.S. can come effectively to his aid.

2) That Chiang Kai-shek will make way for some other anti-Communist leader—perhaps Vice President Li Tsung-jen—who can fire waning energies, form a new central government, possibly arrive at a transient "peace" with the Communists and wage a holding action.

3) That the Chinese Communists, in complete victory, will establish a Red government for all China.

4) That the Communists, playing upon the current hysteria and the popular longing for peace at any price, will inveigle enough leftists, war-weary conservatives, defeated generals and baffled "liberals" to form a coalition government and thus glove, for the moment, the Red hand on China.

The decision as to whether any anti-Communist central government survives in China rests, as we go to press, with the armies locked in a great battle for Suchow and with the un-

easy millions of Chinese whose confidence in their national leadership has been severely shaken. Chiang Kai-shek knows his cause to be bigger than himself, and if there be hope or good for China in such a step, we believe that he will in due course accept the accession of another leader and the establishment of a revitalized, anti-Communist government. However that may be, the U.S. State Department's ingrained distrust of Chiang Kai-shek must no longer be allowed to paralyze American policy and inhibit American aid. If a Nationalist China remains in being under any leadership, President Truman and his advisers must be prepared to sustain it with every means at their disposal. It is now for them to give the crisis in China the attention they have so long denied it, and to judge well and rightly what is possible.

The Hard Choice

An outright Communist government would of course be disastrous to U.S. security. Whatever else it may do, the U.S. government should say here and now that any Communist regime in China can expect no aid, no comfort, no formal friendship from America. Already there is talk, in the U.S. and in China, that no mere change of political coloration should alter the historic relationship of the two countries. It is foolish talk, it only deludes the Chinese, and it should be officially squelched.

The fourth alternative is the most difficult for Americans to appraise and one for which U.S. opinion and policy must be strongly prepared. Our own diplomats in Nanking, and many of the Chinese around Chiang Kai-shek, are actively promoting a "coalition" of Communists and non-Communists who would take power in a negotiated peace. Should that sort of government come into being in China, President Truman and his advisers will be under great pressures and great temptation to "face the facts" and maintain friendly relations with the new regime. It would probably include some respected names and faces, identified not with Communism but with progressivism in China. It would appeal powerfully to the non-Communist American Left. It would also appeal to the will for peace in the U.S., which is as strong here as it is anywhere else. The early talk of such a solution has already revived the familiar view that Communism in China is somehow different from Communism elsewhere, and that Chinese Communists are different from all other Communists. Our diplomats in Nanking are saying as much, with the implication that Chinese Communists in a coalition would not necessarily proceed to hoodwink, use and finally destroy their non-Communist associates as they have done in Poland, Czechoslovakia, Hungary, Bulgaria, Romania.

We believe that this solution, tempting though it is to all friends of China, should be publicly and unmistakably rejected by the U.S. government. The fundamental nature of Communism is unchangeable and unvarying. Chinese Communists have the same duty to Moscow, and the same ends, that Communists have everywhere. The often-cited fact that Chinese Communists are agrarians with more apparent interest in land reform than in Marxist mechanics does not actually distinguish them

from other Communists: an early show of preoccupation with peasant welfare was prescribed by Marx and has been characteristic of Communism in its early phases in all the peasant countries of satellite Europe. It is invariably followed by suppression of peasant owners and expropriation of their lands, aiming at total collectivism. In due course this will be so in a Communist China, regardless of whether a Red regime first assumes the trappings of moderation and coalition. Coalition in China, as elsewhere, can only be a first step toward outright Communist rule. Its only effect would be to assist the Communists at a stage when they are unsure of their ability to rule alone and to doom all non-Communists who participate in it. It would be the same cruel hoax upon the Chinese that it has been upon all other peoples who have tried it, and to the U.S. a coalition could be only a false and deceiving "friend." The U.S. government should tell the Chinese—and tell them now, before it is too late—that America must regretfully decline to encourage or befriend any Communist coalition in China.

At Arm's Length

This bitter course need not mean total isolation from China. The U.S. in following it would presumably maintain an embassy, as it does in Moscow and every other Communist capital. Americans would continue to trade through the Red curtain over China, just as they do to a limited extent with Russia, Czechoslovakia, *et al.* Nothing—not even complete Communist domination—can abolish the fruits of long American participation in China's commercial and cultural life. But the brotherly relationship between China and the U.S. would be interrupted; officially the U.S. would be compelled to hold a Communist or "coalition" China at arm's length, as the Soviet Union and its other satellites are held. If this is to be the consequence, it would be an act of kindness to say now to the Chinese that they, too, must prepare themselves for a fundamental (although, we hope, a passing) change in the climate of understanding between the U.S. and China.

The U.S. must drastically shift its official thinking on China. "The China problem" becomes openly and completely what it has in fact long been, a strategic problem—the problem of Asia. In a manner of speaking the Asiatic problem must cease to be a chore for Paul Hoffman and ECA and become the problem of the Chiefs of Staff. Pressing questions already crowd upon our military planners. What of occupied Japan, suddenly become to Asia what Great Britain was to the European continent in 1940? And what of the Japanese—should they, as some people in the U.S. and in China are already suggesting, be armed for combat on our behalf in Asia? And what of India, newly loosed from Britain, and of the lands between it and China, where Red rebellions are already stirring and will be stimulated by the sheer fact of Communist victory in China? With a Communist and therefore a Soviet victory in China, Asia would come to the fore of U.S. strategic thinking, taking its place with if not displacing Europe as an area of vital U.S. concern.

At last—and at what cost!

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SINCE 1860

First over the Bars



AT THE MOUTH OF THEIR SMALL MINE IN THE BROWN'S HOLE COUNTRY OF EASTERN UTAH, ALBERT AND NORMA ENGBRETSON TEST URANIUM CONTENT OF THEIR ORE

THE URANIUM RUSH

Old prospectors use new methods
to locate priceless atomic fuel

With an acquisitive zeal reminiscent of gold-rush days, scores of grizzled old prospectors carrying Geiger counters are joining young, college-trained geologists in the world's greatest hunt for the world's most highly prized metal—uranium. So pressing is the need for uranium—the raw material of atomic power—that the Atomic Energy Commission has posted a \$10,000 reward for the discovery of each new high-grade ore deposit of 20 tons or more. Although the hunt is on from Texas

to Alaska, it is most concentrated on the bleak and lonely Colorado Plateau, where the precious ore is found along the canyon walls. Most of the old prospectors have been accustomed to traveling by burro and to panning out a few dollars' worth of gold a day. But today, traveling in jeeps and using Atomic Age equipment, they are engaged in a much more exciting venture. For one ton of the best uranium ore can bring \$1,500, about 45 times as much as most gold-bearing rock in the West.

WITH PRECIOUS GEIGER COUNTERS HELD HIGH ABOVE THEIR HEADS TWO PROSPECTORS FORD THE SHALLOW COLORADO TO STAKE CLAIMS IN UNEXPLORED COUNTRY



Jayson Whitehall

THE SHIRT THAT GIVES MOST FOR THE MONEY!



Made of IMPORTED EGYPTIAN COTTON—worth twice as much as cotton used in even higher priced shirts!

60% STRONGER

Egyptian Cotton's longer fibre makes Whitehall 60% stronger by test* than shirts at higher prices. WEARS MUCH LONGER.

GREATER PERMANENT LUSTRE

Sparkles more brightly even after a year's laundering. Lustre can't wash out. Smoother, richer, luxury look and feel thru-out its longer life.

DEMAND WHITEHALL...

THE LUXURY SHIRT AT THE ECONOMY PRICE—in Broadcloth or Oxford—all popular collar styles.

ONLY \$3.95



*U. S. Testing Co., Inc., Tenelle Strength Test No. 20455 and Hatch Textile Research, Tenelle Strength Test. Fabric shrinkage less than 1% by Government Standard Test.

WHITEHALL SYMBOL OF GREATER VALUE IN ALL JAYSON PRODUCTS

F. JACOBSON & SONS, INC., 1115 BROADWAY, NEW YORK 10
SHIRTS • SPORTWEAR • PAJAMAS • MAKERS OF *Excella Shirts*

Uranium Rush CONTINUED



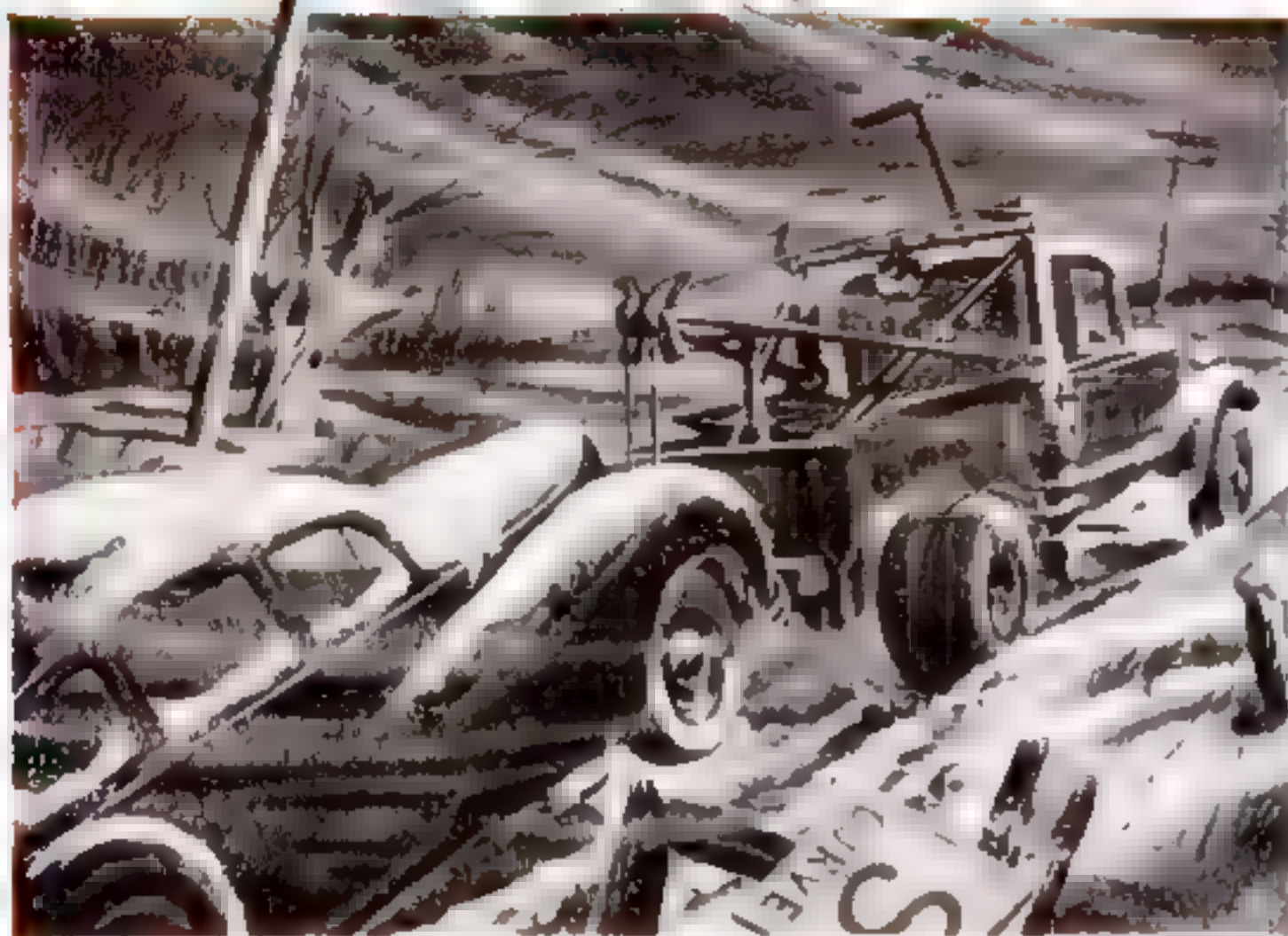
HOME MADE GEIGER COUNTER is demonstrated by Jess Abernathy outside his shop in Moab, Utah. Jess and two business partners make and sell counters and other equipment to miners, go prospecting in their spare time.



HIGH ON A CLIFF Jess and friend, Felix Murphy, move up toward the rock formation in which uranium ore is found. This formation, lying just under the rim of the level tableland (right background) can be reached only from below.

CONTINUED ON PAGE 52

If safety's a must with you *it's* **PRESTONE** ANTI-FREEZE



1 FIREMEN, DOCTORS, TOW-CAR DRIVERS—people who drive in emergencies—rely on "Prestone" anti-freeze. These emergency drivers don't risk freeze-ups. They use "Prestone" anti-freeze...then they're *safe* and they *know* it!



2 EMERGENCIES—LIKE RUSHING to the hospital in zero weather—can happen to any driver! It pays to play it safe. One shot of "Prestone" brand anti-freeze keeps your car safe from freeze-ups all winter!



3 WHETHER IT'S DRIVING to work, to the station, to the shopping center, your car is a most important factor in your everyday life. Give it the same protection emergency drivers give theirs—"Prestone," far and away America's Number One brand.

**NO RUST • NO FOAM
NO FREEZE • NO FAILURE**

One shot lasts all winter!

"Prestone" anti-freeze is America's Number One brand. Year after year, more motorists depend on it than on all other brands of all-winter anti-freezes combined. There is nothing else like it!

GUARANTEED!

Ask your dealer to show you the guarantee. It's your assurance of all-winter safety.

\$3.50
PER GAL.

PRESTONE

Anti-Freeze





When it's a **BIG LIFT** you want

— try this delicious chocolate-'n'-peanut bar



Here's quick pleasure with quick energy. You peel back the yellow and brown Giant Bar wrapper and sink your teeth into sweet milk chocolate. (Not just a coating — it goes *all the way through*.) Your tongue discovers the delightful taste of rich roasted peanuts. . . . Then you know why so many folks go for the Giant Bar, wherever candy is sold. Try this solid chocolate bar today. Ask for Giant Bar.

George Ziegler Co., Milwaukee, Wis.

**Forstner
KOMFIT**
The finest name
in watch bands

Thin as a dime
Completely flexible
Adjustable to wrist size
Stainless steel lined

At better stores everywhere
Stainless Steel — for white watches \$6.00
1/10-14 Kt. Gold Filled — for yellow watches \$15.00*
Also available in 10 Kt. and all 14 Kt. Gold

*Federal tax not included.

FORSTNER CHAIN CORPORATION, IRVINGTON 33, NEW JERSEY

Uranium Rush CONTINUED



CLAIM IS MARKED with a stone cairn built to warn other prospectors to stay away. Jess writes up a general description of the site to be left in a tobacco can inside the cairn. Later he will file a formal claim with the government.



PILES OF ORE are left by miners near the crushing mill at Monticello, Utah. Each of the piles belongs to a different miner and bears his name on a wooden placard. When pile reaches a weight of 10 tons it is hauled away and processed.



ORE IS PROCESSED at either of two mills which serve uranium miners of the Colorado Plateau region. Most of ore is simply crushed, but a small sample from each miner's claim is ground fine and then assayed to determine its value.

The happiest brides have

Community



It's gracious living... it's sparkling hospitality...
it's thanksgiving for happy...
when the bride has Community
- forever-loved, forever-treasured silverplate.
Distinguished design... balanced weight...
Community's own long life "Overlay"...
complete dinner services for
formal or casual entertaining...
all good reasons, says your jeweler, why
"the happiest brides have Community!"
(No Federal tax)

If it's Community... it's correct!

COMMUNITY... THE FINEST SILVERPLATE... ONEIDA LTD., ONEIDA, NEW YORK

*TRADE MARKS OF ONEIDA LTD. COPYRIGHT 1948 ONEIDA LTD.

A delicious way to serve



Hunt's Heavenly Peaches

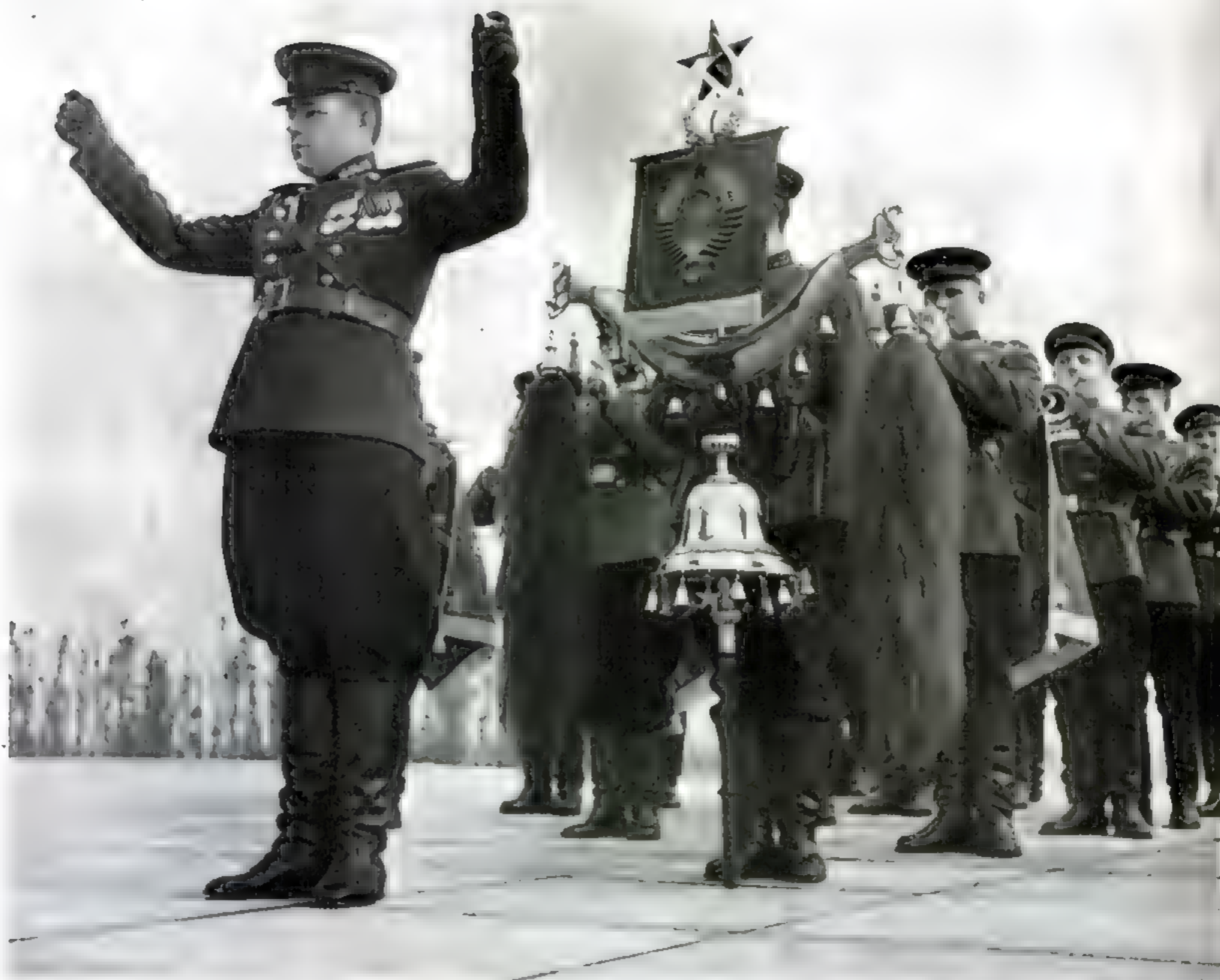
These wonderful peaches have glorious flavor. They're *hand-picked* beauties...canned in *heavy* sugar syrup. The way you'd do them in your own kitchen. Yet, your grocer sells them at—

Down-to-earth prices! For Hunt's Heavenly Peaches cost you no more—usually *less!*—than other brands you've bought. So use them for gelatine desserts, pies, tarts. Or enjoy them as they come from the can. *Look for the Hunt red label!*



Hunt's Fruits • Vegetables • Tomato Products Hunt Foods, Inc., Los Angeles, California

Hunt-for the best



ALMOST CONCEALED BEHIND A WEIRD MUSICAL INSTRUMENT ADORNED WITH CEREMONIAL BELLS, STARS AND SICKLES, RED ARMY BAND PLAYS "HYMN TO STALIN"

HYMN TO STALIN

Soviet variation of glockenspiel salutes the Bolshevik revolution

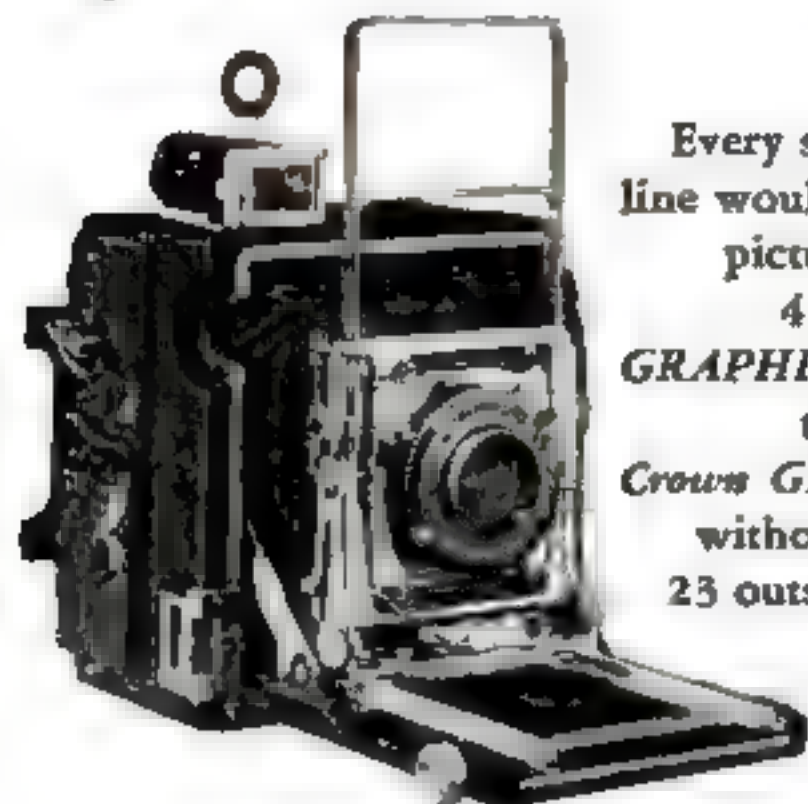
On Nov. 7 in Berlin a Red army band, armed only with horns, drums and a belled relative of the glockenspiel (above), marched into the British sector and played a *Hymn to Stalin*. Since this invasion was by British invitation, there were no hostilities. The Russians had received permission to visit the Soviet War Memorial in the British area to celebrate the 31st anniversary of the Bolshevik revolution. Except for the mighty "glockenspiel," which tinkled rhythmically when jostled by its bearer, the observance in Berlin and elsewhere was not noteworthy. In Moscow Semion Timoshenko attacked the U.S., and in Washington Henry Wallace—to no one's surprise—was the most conspicuous guest at a Soviet reception.



AT THE SOVIET MEMORIAL in British sector of Berlin, children of the Russian occupation forces place

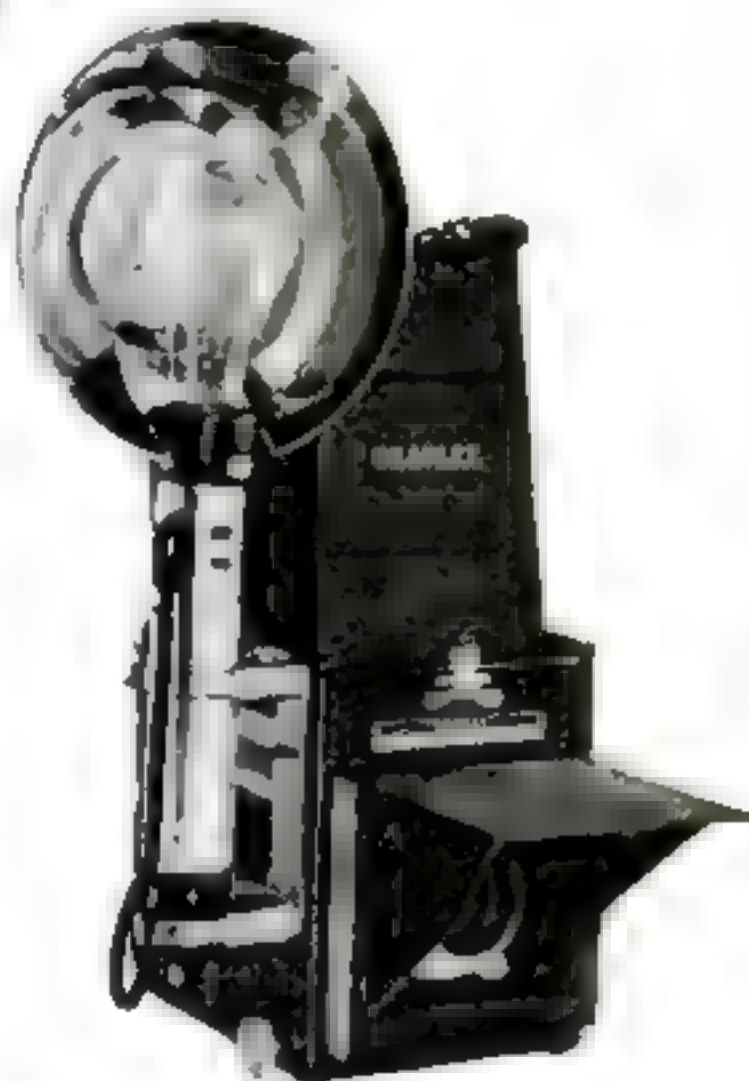
huge wreaths of flowers below the inscription and then raise their hands high in a salute to the Soviet war dead.

Every one is well worth remembering!

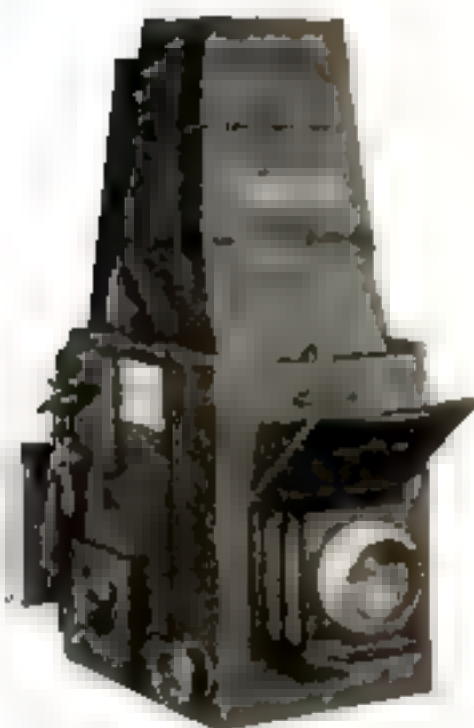


Every single camera in the famous Graflex line would make a perfect gift. In three picture sizes ($2\frac{1}{4} \times 3\frac{1}{4}$; $3\frac{1}{4} \times 4\frac{1}{4}$, and 4×5) there are the *Pacemaker GRAPHICS* of press photography fame: the *SPEED GRAPHIC* and the *Crown GRAPHIC* (a Speed Graphic without a focal-plane shutter). 23 outstanding features!

There's the Super D Graflex with the famous Automatic Diaphragm that permits easy focusing on the ground glass with shutter wide open until the moment you trip it... then diaphragm *automatically* stops down to your *pre-set* opening! It's the dream camera for pictures of prize-winning quality.



The R. B. Series B Graflex, popular-priced single lens reflex camera in the economical $2\frac{1}{4} \times 3\frac{1}{4}$ film size, has full vision ground glass focusing, revolving back for horizontal or vertical pictures, plus the dependable Graflex focal-plane shutter with speeds up to $1/1000$ sec.



See your Graflex Dealer for information about the Graflex equipment that is famous because it's finest, and ask for your copy of the Christmas gift guide. Graflex, Inc. Rochester 8, N. Y.

PLUS THESE GIFT ITEMS FOR GRAFLEX OWNERS—PRICED FROM \$4.05 UP



The all-new *Graflite* flash equipment
DeLuxe Leather Carrying Cases for all Graflex and Pacemaker Graphic cameras
Graphic and Graflex Film Pack Adapters
Graphic and Graflex Sheet Film Holders
Graflex Focusing Panels
10" and 15" Tele-Optar Lenses
Wide Angle Lenses
Graphic Pan Tilt Head
Graphic Graflex Photography—8th edition



EASY BUDGET PAYMENTS MAY BE ARRANGED WITH MOST GRAFLEX DEALERS

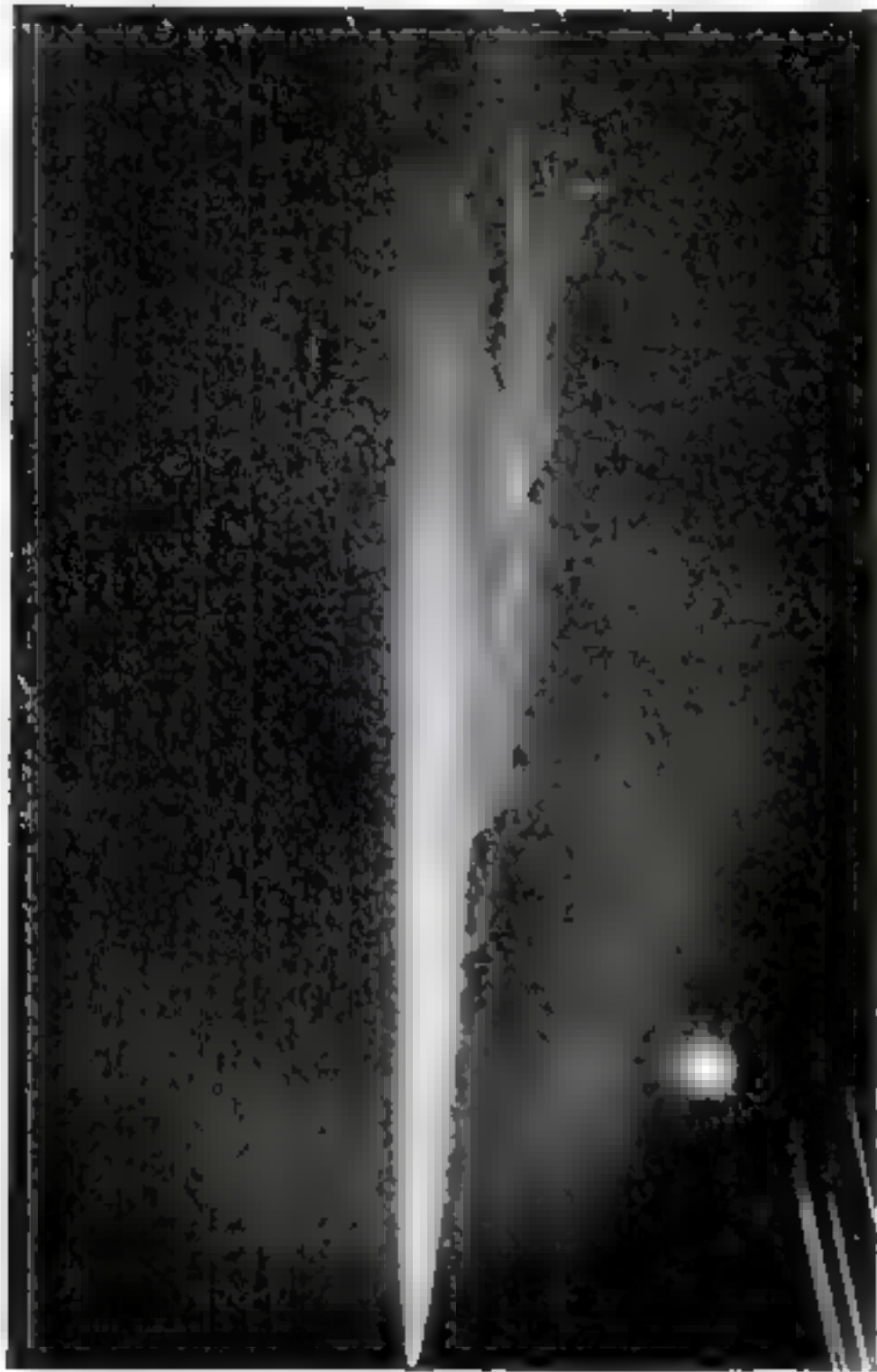


GRAFLEX
Prize-Winning Cameras

Western Division: 3045 Wilshire Blvd., Los Angeles 5, California



AT DAWN the new comet is photographed with an ordinary camera from a California mountain. The comet was about 56 million miles away from earth. Star appears as streak because of earth's rotation during 10-minute exposure.



AWESOME HALLEY'S COMET LAST APPEARED IN 1910

BRIGHT NEW COMET

It has a tail extending for 15 million miles

At the first gray light of dawn on Nov. 6 a bright white ball with a filmy white tail appeared in the sky over Australia. Dr. Harley Wood, an astronomer in Sydney, immediately recognizing the phenomenon as a new and extraordinary comet, excitedly set up his spectroscope to study its gleaming light. Then he flashed word to other astronomers over the world that he had sighted one of the brightest and most spectacular comets yet to appear in this century.

Three days later thrilled early risers in the southern and western parts of the U.S. were able to observe the rare celestial body with the naked eye. Moving close to the sun but away from it at a speed of about 128,000 mph, the comet was visible for a brief 60 minutes before it was obscured by the sun's light. Astronomers estimated that its head had a diameter of almost 100,000 miles, about the same as the planet Jupiter, and that its gaseous tail (caused by the pressure of sunlight on the head) reached out at least 15 million miles. Because the comet was moving away from the sun, the gas atoms and molecules in its tail were pushed in front of the head by the sun's radiation instead of being pushed behind it, as would have happened if the comet had been approaching the sun. Although not so long as the 90-million-mile tail of famed Halley's comet (above), the appendage of the new comet (below) was almost as striking.



NEW COMET and its tail appear as broad shaft of light in this photograph made with the 18-inch telescopic camera at Palomar mountain observatory. Most of comet's glow is light which is received from the sun and then reflected.

BETTER SLEEP



Brings BRIGHTER MORNINGS

**Try this drugless way
for Sleep that really refreshes**

REFRESHING sleep—sound, natural sleep—the kind that makes you wake up feeling rested in the morning—that is the kind of sleep we mean when we suggest that you try Ovaltine.

For Ovaltine is recognized in many countries throughout the world as a leader among all sleeping aids that do not contain drugs. It acts to induce sleep in an entirely drugless way. Taken hot at bed-

time, it helps you to relax—relieve nervous tensions built up during the day. So you can go to sleep more readily and sleep more soundly.

Moreover, Ovaltine contains a wide scope of important food elements. Equally important, Ovaltine has been processed in such a way that it is digested and absorbed very readily *even as you sleep*—and thus helps to replace and rebuild worn-out nerves and tissue.

You Can Tell Very Quickly

You can tell in three nights whether Ovaltine will help in your situation. Just purchase a small-size jar for a trial. You will find it inexpensive. Remember that Ovaltine is not habit-forming, but it may be a very good habit to form.



Ovaltine

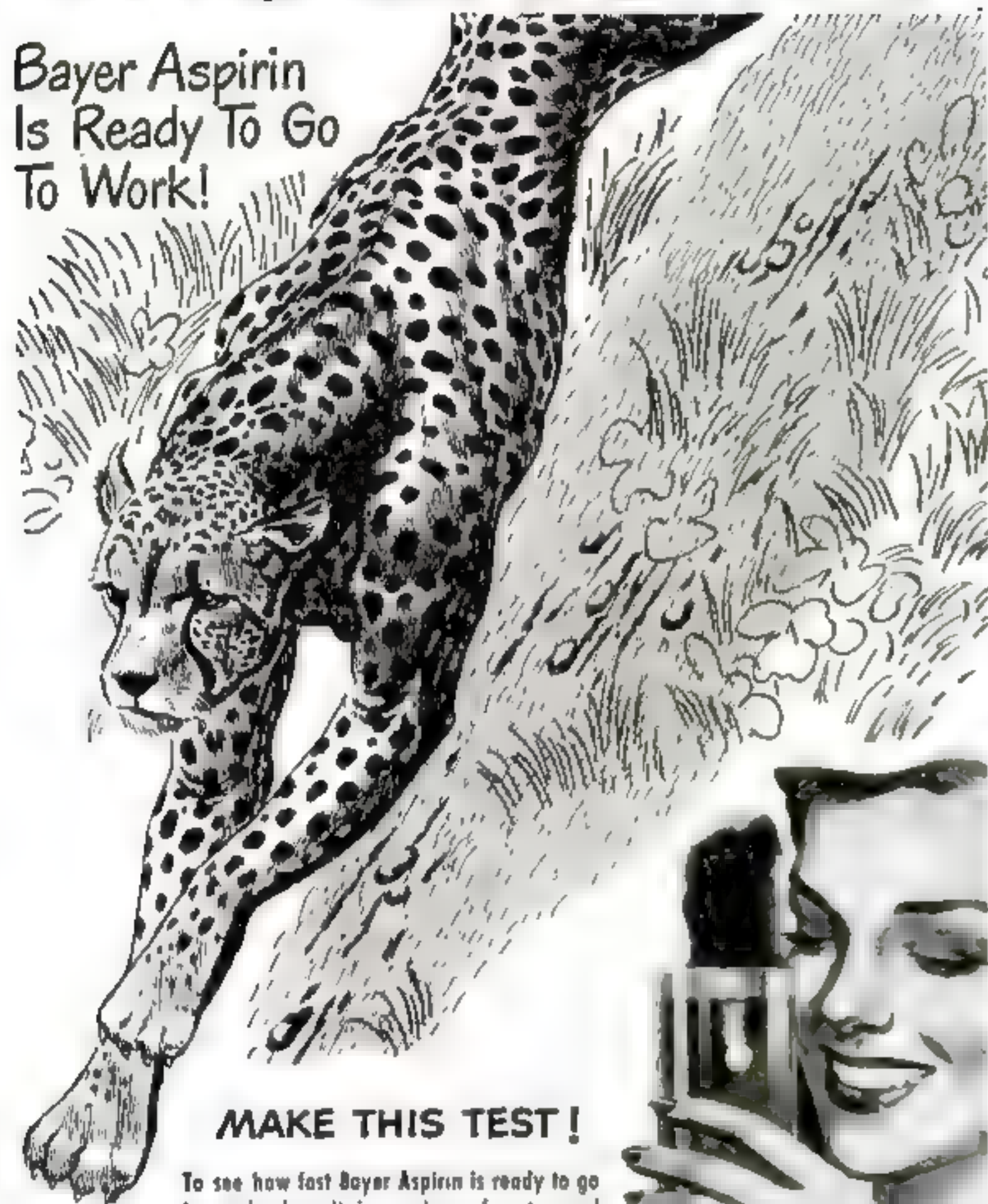
PLAIN AND CHOCOLATE FLAVORED

It Takes
The Fastest Animal
10 Seconds To Run
A Fifth Of A Mile...
But In Only



TWO SECONDS

Bayer Aspirin
Is Ready To Go
To Work!



MAKE THIS TEST!

To see how fast Bayer Aspirin is ready to go to work, drop it in a glass of water and time its disintegrating speed. What happens in the glass, happens in your stomach.



Bayer Aspirin's amazing speed of disintegration is mighty important when you have an ordinary headache, neuritic or neuralgic pain. For when you're suffering, you want really *fast* relief. And Bayer Aspirin gives you the fast relief you want because it's actually ready to go to work in *two seconds*. You can see this—see what happens in your stomach when you take Bayer Aspirin—by dropping a Bayer Aspirin tablet in a glass of water.

In addition, Bayer Aspirin's single active ingredient is so effective doctors regularly prescribe it for pain relief...and is so gentle to the system that mothers give it even to small children on their doctors' advice.

So when you buy—ask for *Bayer Aspirin*. No other pain reliever can match its record of reliability...its record of use by millions of normal people—without ill effect. Remember —*Bayer Aspirin* is one thing you can take with complete *confidence*.

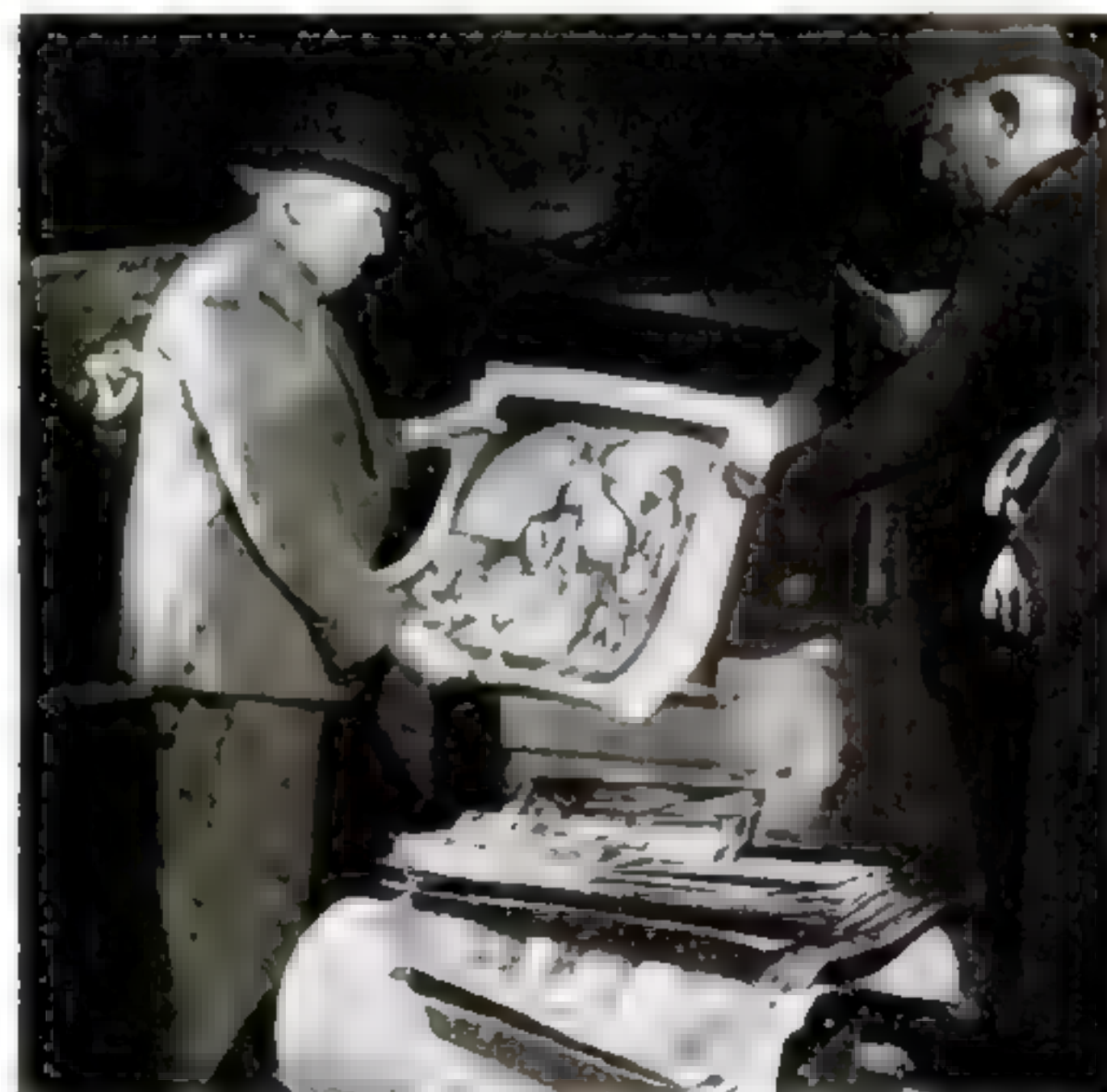
BAYER ASPIRIN

* OF ALL PAIN RELIEVERS NONE CAN MATCH BAYER'S RECORD OF USE BY MILLIONS OF NORMAL PEOPLE WITHOUT ILL EFFECT



THE PATTON MANNER

On Armistice Day the Army brought out one of its proudest new boasts—a medium tank that has 62% more power than the old one, can travel 30 mph instead of 20. In honor of history's greatest hand with a tank it will be called the General Patton. Naturally Mrs. Patton (*above*) had the honor of christening it. She displayed the famed Patton thoroughness as she wound up and smashed the champagne bottle to bits.



\$500,000 SACRIFICE

Georges Rouault, the famed French painter (*left*), values his art above mere money—as this scene amply proves. After a long court fight with the heirs of his dealer, Rouault recently got back 700 of his early paintings. After examining them he decided that 315 were unworthy for posterity. Although less demanding critics said they were worth \$500,000, he took this last look and then calmly threw them into a furnace.




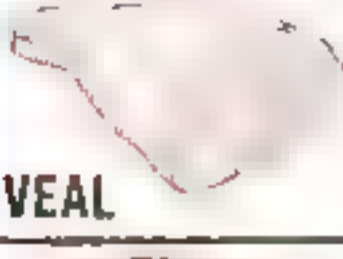


Nourishing MEAT

You know



it was good...

but... did you know it was this good?

Meat as a Source of Protein, B Vitamins and Iron <small>ALL RATINGS BASED ON COOKED VALUES</small>					
KIND OF MEAT	COMPLETE PROTEIN	B VITAMINS THIAMINE (B ₁) RIBOFLAVIN (B ₂) NIACIN			FOOD IRON
 PORK	E	E	F	E	E
 BEEF	E	F	E	E	E
 LAMB	E	F	G	E	E
 VEAL	E	G	G	E	E
 VARIETY MEATS (LIVER HEART KIDNEY)	E	E	E	E	E
 SAUSAGE <small>(FRANKFURTERS, HOT DOGS)</small>	E	G	G	G	E
E = EXCELLENT G = GOOD F = FAIR All meats also contain the minerals copper and phosphorus in significant quantities					

Meat is the most concentrated source of protein, B vitamins and iron in the diet. It is also a source of many other nutrients, including zinc, selenium, and phosphorus. Meat is a complete protein, meaning it contains all the essential amino acids that the body needs to build and repair tissues.

Meat is also a good source of B vitamins, which are essential for energy production and cell function. B vitamins are found in many foods, but meat is one of the best sources. Meat is also a good source of iron, which is essential for the production of red blood cells and the transport of oxygen throughout the body.

The American Dietetic Association (ADA) has found that meat is a healthy part of a balanced diet. Meat provides a variety of nutrients that are essential for good health. Meat is a good source of protein, B vitamins, and iron, and it is also a source of many other nutrients, including zinc, selenium, and phosphorus.

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ON AN EVENING DRESS pins can be worn in many ways. Here a group by Tri-fari (collective price \$35) decorates the neckline of a Claire McCardell design. Picture

below, showing the pins in life-size, indicates their range of subject (turtles, insects, British Army pipers) and materials (enamel, rhinestones, simulated pearls, pearls).





LADYBUGS BY CASTLECLIFF SWARM OVER A COLLAR

SCATTER PINS

Miniature jewelry is worn from head to toe

This fall women have a new fad: small jeweled pins in the shape of bugs, emblems and animals scattered over their persons, literally from head to foot. These scatter pins are being purchased everywhere from Woolworth's to Cartier's. Enormously versatile, they can be worn on shoes, handbags, gloves and hats as well as skirts and evening dresses (*opposite page*), either singly or in unexpected combinations. While it is possible for the wealthy to pay as much as \$500 for a single scatter pin there is a large variety of well-made ones ranging from a dollar to \$7.50.



FIVE PINS of rhinestones, pearls and topazes, mostly floral designs, accent the pocket of new peg-topped velveteen skirt. Pins by Accessocraft and Coro.

New 4-action cream changes
Dryskin Hands into younger-looking

'Sofskin' Hands



"Sofskin' Hands...like
these tiny white kittens.
So s-s-soft!"

In just 32 seconds, your dryskin hands
feel softer, smoother... look wonderful!

Smooth Sofskin Creme all over your dryskin hands. Look... hands smoother right away! Feel... skin softer to the touch! With its special penetrating action, Sofskin soaks its creamy-rich goodness into dry surface skin. Doesn't just float on top! Snowy-white, fragrant... not sticky. Use Sofskin Creme... whenever, wherever you want softer, smoother, lovelier skin!



More women than ever before use

Sofskin

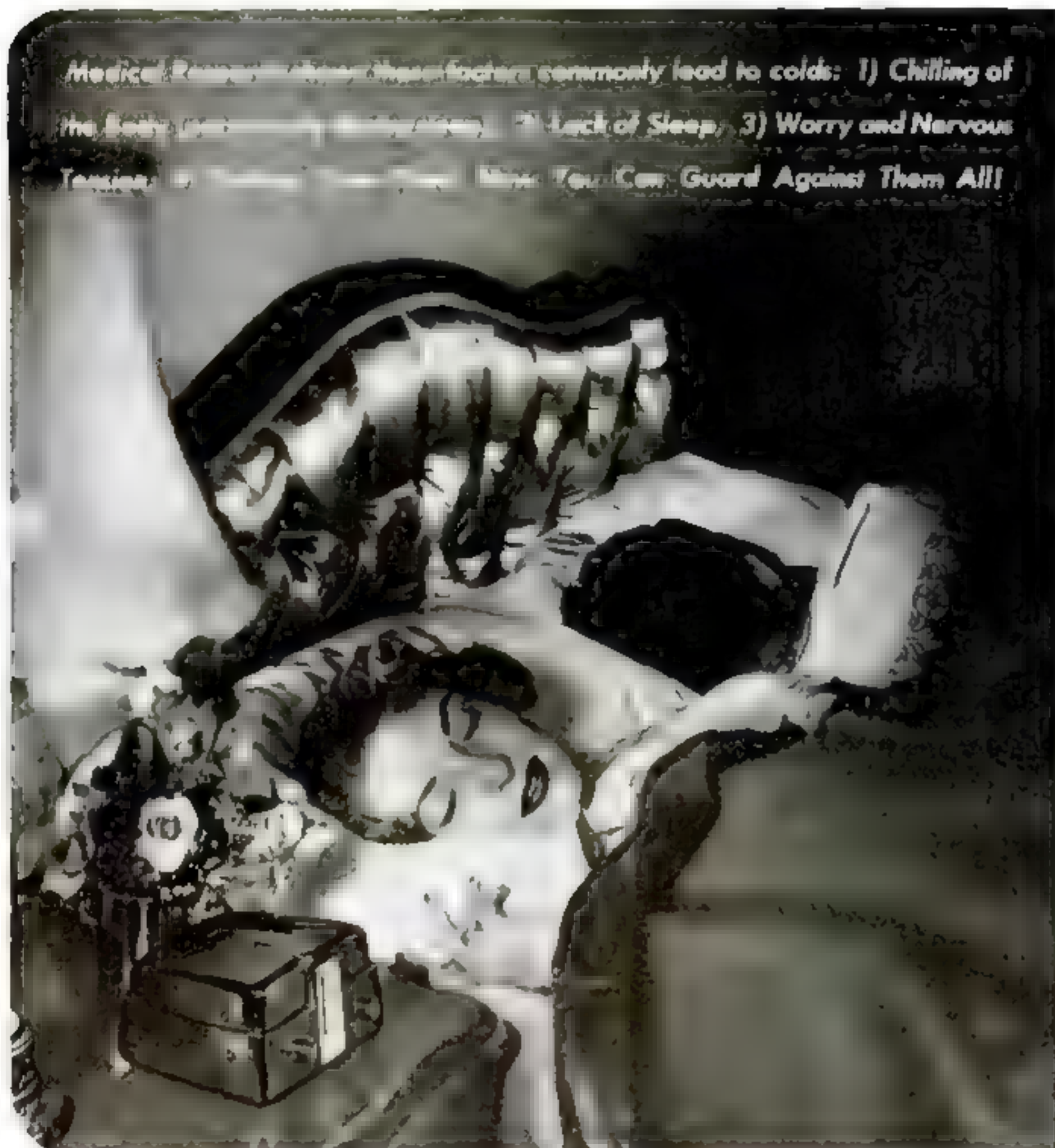
Softens dry-feeling hand-skin!
Smooths roughened surface skin!
Protects against soapy-water dryness!
Beautifies — hands look whiter, younger!



A jarful of
'Sofskin' Hands!
In beautiful
black-and-gold
jars at drug
and cosmetic
counters.

Sofskin—Reg. U. S. Pat. Off.

Read How Thousands of Families Now Guard Against Colds!



"Fewer colds" . . . "new sleeping comfort," say Simmons Electronic Blanket owners . . . and for sound medical reasons!

Today, thanks to the amazing new Simmons Electronic Blanket, you can actually reduce susceptibility to colds resulting from medically recognized factors.

These factors include: chilling, lack of sleep, physical fatigue, and worry and anxiety.*

That's because the electronically-controlled even temperature of the Simmons Electronic Blanket brings you—as you have never known them before—the comforting warmth, deep sleep, relaxing rest, and release from nervous tension that are vital to effective cold defense.

Begin right now to guard against colds in your family. Get your Simmons Electronic Blanket today . . . at your favorite department or furniture store or electric service company.

IMPORTANT: Note how Electronic Control guards you against catching colds in all these 4 VITAL WAYS:

1 Protects you from changes in room temperature: when your room gets colder at night, your Simmons Blanket adjusts automatically† . . . its electronic control maintaining an even "warmth without weight" throughout the night.

2 Protects you from changes in body temperature: when you sleep there is a noticeable drop in your body temperature which makes exposure to night drafts even more dangerous. Only electronic control can adjust blanket warmth to this drop.†

3 Helps you avoid physical fatigue: 8 out of 10 users say they go to sleep faster and sleep better under the Simmons Electronic Blanket. You, too, will wake up more refreshed, and more fortified against ever-present disease agents.

4 Relaxes nervous tension just like a warm bath, the Simmons Blanket relaxes tense muscles and nerves, encourages quick, sound sleep. This wonderful blanket pre-warms cold sheets† and envelops your body in gentle warmth.

*The Common Cold and How to Fight It. (P. 17) N. D. Fabricant, M. D., Ziff-Davis, Chicago, 1945.

†According to tests conducted by the United States Testing Company, Report No. 78693—June 9, 1948.

READ WHAT USERS SAY ABOUT THIS AMAZING NEW COLD DEFENSE!

"My Simmons Blanket is a great relief. Its light weight and even warmth help me get a better night's sleep. Also I have had fewer colds since sleeping under it, probably due to protection from chilling at night." NATALIE GOTTEMOLLER, Indianapolis, Ind.

"Last winter, the first time we used your blanket, neither my husband nor I had a cold at all. Ordinary run of colds prior to that time was one or two per winter."—MRS. P. de M. REGISTER, Media, Pa.



Available in 5 lovely colors. One size fits single or double bed. Certified washable by American Institute of Laundering. Approved by Underwriters' Laboratories, Inc. Only \$39.50, plus tax.

SIMMONS

Electronic Blanket

MAKERS OF THE FAMOUS BEAUTIFUL MATTRESS, DEEPSLEEP MATTRESS, ACE SPRING, HIDE-A-BED SOFA, BABYBEAUTY Crib MATTRESS



IN THE COMIC GUISE OF A BUMBLING OLD MUSIC MASTER, BASSO ITALO TAJO POPS HIS EYES AS HE SINGS HIS PRAISES OF SLANDER IN "BARBER OF SEVILLE"

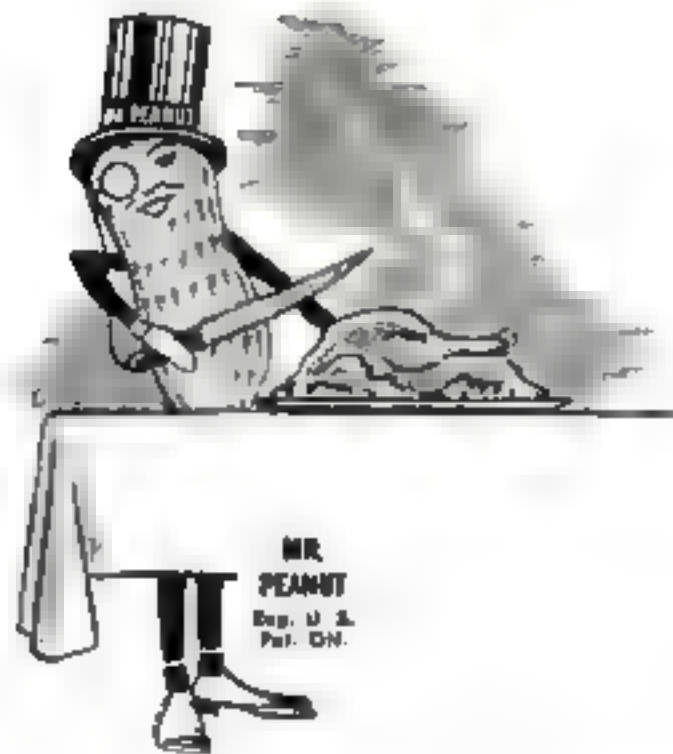
BIG BASSO

Italo Tajo's American opera bow
wins Met contract and movie bid

A few weeks ago, during a performance of *Barber of Seville*, the apparition shown above walked out on the San Francisco Opera stage, stopped the show cold with his basso singing of the *Calumny Aria* and started a quick hullabaloo in the American operatic world. The critics declared that the singer, Italo Tajo, was almost as good as the great Ezio Pinza, who this winter is deserting opera for a role in a Broadway musical comedy. The Metropolitan Opera, which had overlooked Tajo when

he sang in the U.S. two years ago, made a big to-do about signing him up immediately. Metro-Goldwyn-Mayer, which overlooked Tajo when he made movies in Italy, offered him a screen contract.

Italo Tajo (pronounced Tah-yo), 33, is a handsome, 6-foot 2-inch-tall basso with a velvety voice and an electrifying stage personality. He has been singing in Italy for almost 15 years, loves to perform in opera but doesn't like to watch others do it. The acting bothers him. "Too hammy," he says.



FOR PLANTERRIFIC HOLIDAYS...

Let's have all the "fixins"



Thanksgiving—Christmas—the whole Holiday season—just wouldn't be complete without plenty of crisp, salty nuts. And because they want the best, most folks will insist on PLANTERS!



PLANTERS SALTED PEANUTS, of course, oven-fresh in the blue vacuum can. And, for variety's sake, PLANTERS MIXED NUTS—almonds—cashews—peanuts—and pecans or filberts. They're all delicious—Planterrifically good. Stock up now.



These PLANTERS products are also made in Toronto, and sold everywhere in Canada.

PLANTERS
is the word for
PEANUTS



ONSTAGE in *The Elixir of Love*, Tajo hawks love potion. His acting makes more sense than most opera acting. His voice is known to Americans through two record albums, *Mozartiana* and *Mozart Requiem*, issued by Cetra-Soria.



BACKSTAGE between the acts Mrs. Tajo, who is only 4 feet 11 inches tall, has to stand on a box to rearrange the ornate scarf of her towering husband. In Italy his near-Barrymore profile has made Tajo an operatic matinee idol.

COMPARE

THIS \$3.50

VENUS
Hooded Pen

with any other pen
at any price!

Quick Dry!

NO BLOTTER NEEDED
Uses quick-drying ink
(writes dry) or regular
ink. Exclusively de-
signed.

Instant Starting!

Patented ink control
under hood, keeps the
14 Karat gold point
moist—for instant
touch and flow!

only
\$3.50
No Tax

EXCLUSIVE
DESIGN

PATENTED
INK
CONTROL

Every pen Pre-tested and Guaranteed
by American Pencil Company—
makers of famous Venus Pencils.

For Christmas Pleasure and
Year 'Round Wear give him a
HOLLYWOOD CHAMPION JACKET

• In His School or Team Colors!
• It's the Gift He'll Really Thrill To!
• And It's Practical Too!

IN GENUINE RAYON SATIN

Check These Features:
1. Val-dyed water repellent satin twill.
2. Fully lined.
3. Free-action raglan sleeves.
4. Genuine Tolen Z pper front for snug warmth.
5. Available in all school or team colors.

6. Size 2 to 6...
only \$7.95
Size 8 to 16...
only \$9.95
Size 34 to 44...
only \$10.95



7.95
9.95
\$ 10.95

FREE! First name will
be put on jacket at
no extra cost.

SPECIAL! Prepaid
gift orders will be
Christmas wrapped
and rushed to any
part of the U.S.

Jackets for Teams at
Special Rates.
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In color comb. of _____ \$ _____

Put the name _____ on jacket.

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Coffee Time

When the day's sport is over, and the homeward trek begins—the friendly stimulation, the welcome warmth, and mellow fragrance of good hot coffee cheer the hunters on their way. And because Maxwell House is America's favorite, coffee time is Maxwell House time wherever you go. Painted by James Chapin.



Because that "Good to the Last Drop" flavor adds so much real enjoyment to our daily living, Maxwell House is America's favorite, of ALL brands of coffee, at ANY price! North, South, East, or West, Maxwell House is truly part of the American Scene.

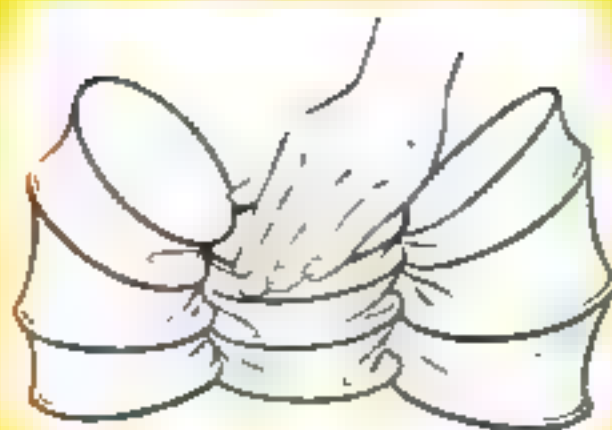


Throughout this nation of coffee lovers **MORE PEOPLE BUY
AND ENJOY MAXWELL HOUSE THAN ANY OTHER BRAND OF COFFEE!**

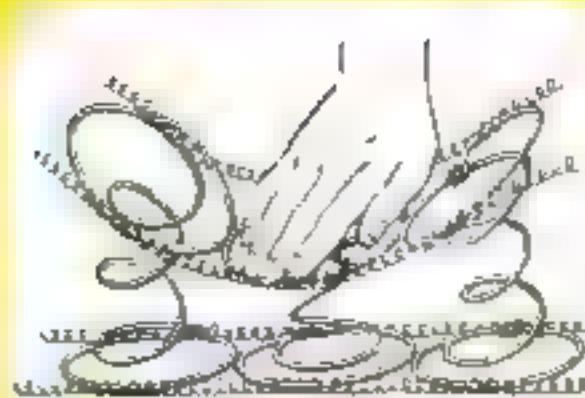
TUNE IN . . . MAXWELL HOUSE COFFEE TIME . . . starring George Burns and Gracie Allen, NBC, Thursday nights.

AT LAST!

*Individual
Spring
Action*



FOR YEARS THIS—Coils tied together at top and bottom by cotton sacks—this method prevents individual spring action.



FOR YEARS THIS—Coils tied together at top and bottom by wire—this method prevents individual spring action.



NOW Completely individual spring action, exclusive with Englander. Springs are not held together by sacks, not tied together by wires. They are locked only at the center by flexible ribbons of steel.

AT LAST... A Better Night's Sleep



Englander
AMERICA'S MOST LUXURIOUS
mattress

ENGLANDER RED LINE \$49⁷⁵
"SUPER BODYGUARD"

Other Englander Red Line mattresses (twin or full size) or matching box springs: the Fortune, \$59.75; the Bodyform, \$69.75; the Continental, \$79.75 (illustrated). Others priced as low as \$29.75.

The Englander Red Line Mattress means complete comfort for every kind of sleeper

The Englander Red Line Mattress is the greatest mattress improvement in 50 years. Springs act individually because they are locked *only at the center*. This exclusive center-lock construction ends "toppling" of springs—permits them to remain in an upright position, giving maximum cushioning and supporting action at all times.

Upper layer responds to and supports every contour and movement of your body. "Roll-to-the-middle," when sleeping double, eliminated. Lower layer supports your weight—even 200-pounders never "hit bottom." Avoids "sagging" found in ordinary mattresses. Ask for Englander—the mattress marked with the Red Line.

Commando
94 lbs.

*No matter how you sleep or what you weigh,
you sleep better on an Englander*

Stately
210 lbs.

Catnapper
119 lbs.



OROZCO'S OPEN-AIR THEATER MURAL WAS DONE IN MATERIALS MIXED WITH ETHYL SILICATE WHICH GETS HARD AS ENAMEL, WITHSTANDS SUN AND RAIN

MEXICAN MURAL

A few months ago José Clemente Orozco, one of Mexico's famous painters of social propaganda, finished the gigantic mural above without once having touched his own brush to the wall. The mural, which is called *The Evolution of Culture in Mexico*, decorates the concave back wall of an open-air theater stage of Mexico City's new normal school. It is 59 feet high and 72 feet across. To get it done, Orozco got a squad of artist assistants, put them in bosun's chairs in which they rode up and down and across the wall painting, working from detailed drawings, while Orozco stood below, shouting instructions.

Orozco's new work is weatherproof

Orozco, however, says it is packed full of meaning. Black, he explains, stands for hopelessness and death; red squares and streaks for strife; blue for triumph, and white stands for purity. Through all this the artist wove a stylized snake and eagle's head (center) borrowed from the Mexican flag, and at the left he designed elongated human legs struggling up through blue streaks to what he says is victory and triumph. Moreover, because of the materials with which it is painted, the mural is weatherproof.

This took five months and produced a mural which, to some of Orozco's admirers, seemed meaningless.



"When I lived in Milwaukee," says Victor McLaglen, "old-timers told me that Blatz was Milwaukee's finest beer. I tried it, and agreed. I'd never tasted any beer with such a distinctive flavor."



"Out here, in California, Blatz is still my favorite beer and, on the farm, I always see to it that there's plenty of Milwaukee's finest beer stacked in the refrigerator, cooling for myself and friends."

"I've lived in Milwaukee—and I ought to know"...

says *Victor McLaglen*, Famous Motion Picture Star and owner of the McLaglen Purebred Jersey Farms of Clovis, California.

"Blatz is Milwaukee's Finest Beer!"

"I've traveled all over the world," says Mr. McLaglen, Academy Award winner. "And nowhere else do they brew beer of Milwaukee quality."

And, of all Milwaukee beers, none equals Blatz.

It's Milwaukee's finest.

I've lived there . . . and I ought to know."



BLATZ IS MILWAUKEE'S

first

BOTTLED BEER



DAISY GORDON LAWRENCE EATS SANDWICH IN FULL UNIFORM. LAPEL DECORATION IS FROM MARITIME COMMISSION FOR LAUNCHING SHIP NAMED "JULIETTE LOW"

THE FIRST GIRL SCOUT

She shows off a new uniform and some old tricks

One day 36 years ago a little Georgia girl named Daisy Gordon was visited by an aunt from Savannah named Juliette Low. Mrs. Low said she was forming the Girl Scouts of America and that Daisy was the first member. Daisy balked a bit but gave in. Late last month Daisy, now Mrs. Samuel G. Lawrence (*above*), was guest of honor at a special ceremony in Savannah. Throughout the U.S., 1,384,864 Girl Scouts were celebrating the birthday of Juliette Low, their founder, as well as the beginning of Girl Scout Week and a new Juliette Low 3¢ stamp. In Savannah, Daisy was given a block of the new stamps, modeled the new Mainbocher-designed scout uniform and demonstrated (*p. 72*) some of the things that Girl Scouts used to do.

Girl Scouts have proved an important force in the nation's youth. Today they can get proficiency badges in anything from journalism to international affairs. When Daisy was a scout, the program was more violent. Her guidebook taught how to stop runaway horses ("run as fast as the horse and throw your full weight on the reins"), how to shoot guns, fly airplanes ("it is best not to go out in a hurricane"). "Rubber," it warned, "causes paralysis." To make First Class Scout a girl had to "show a list of 12 satisfactory good turns" or "swim 50 yards in her clothes." Daisy stayed Second Class.



FIRST UNIFORM officially approved was severe, military and khaki-colored.



NEW UNIFORM for leaders, designed by Mainbocher, is green but still severe.



I've discovered the longer, finer cigarette

PALL MALL

PALL MALLS are good to look at—good to feel—good to taste and good to smoke. PALL MALL's greater length of traditionally fine tobaccos filters the smoke on the way to your throat—gives you that smoothness, mildness and satisfaction that no other cigarette offers you.

PALL MALL—the longer, finer cigarette in the distinguished red package.



Outstanding...
AND THEY ARE MILD

First Girl Scout CONTINUED



LIGHTING FIRE with firebow, Mrs. Lawrence demonstrates friction method used in her day. The tinder failed to light. Today the Girl Scouts use matches.



TYING KNOT, she makes clove hitch on a tree. Modern scouts do less knot-tying and woodcraft, concentrate more on homemaking and hospital work.



SIGNALING, Mrs. Lawrence waves semaphore flags. She can remember most letters up to M, also W (above). She has three children; all were Boy Scouts.



Everything tastes better with

Petri Wine



The perfection you find in Petri Wine is the result of a skill which has been handed down, from father to son, for three generations. Try Petri Wine tonight!

PETRI TOOK TIME TO BRING YOU GOOD WINE—



STANDING QUIETLY BESIDE THE LONG ROW OF FLAG-COVERED CASKETS, FIRST ARRIVALS AMONG THE NEXT OF KIN WAIT FOR THE FUNERAL SERVICES TO START

ARLINGTON BURIAL

Seven more soldiers come home

As Armistice Day approached and trees turned brown in Washington's Arlington National Cemetery, the Army continued the sad and long-drawn-out task of reburving the dead of World War II. The mound of raw earth removed from the seven most recent graves was covered with a blanket of unnaturally green artificial grass. On this flowers

were strewn; opposite stood a row of folding chairs for the next of kin; in the background a guard of sailors waited to fire three volleys. In midafternoon the burial services of four faiths—Catholic, Jewish, Greek Orthodox and Protestant—were held—and seven more soldiers joined the others in Arlington who have died in the nation's wars.

It seems that even youngsters know
You can't beat **YES** for sneeze-and-blow!



Hanky--napkin--wiping juices--
Soft **YES** has so many uses!



He who gets kissed
Needs **YES** on his list!



Box opens wide—so that quick as a swish
Tissue comes out, one or lots, as you wish!



Want a tissue extra strong?
Take soft, gentle **YES** along!

Personal Products Corporation • Milltown, N. J., Chicago and San Francisco



ZERO PLAYS ARTIST AND GETS PERSPECTIVE ON JOEY FAYE WHO IS CAST AS A DISSIPATED HUCK FINN



MOSTEL SCOWLS AT VISITOR WHO TELLS BAD JOKES

"ZERO" TELEVISED

Mostel replaces radio's bad gags with funny faces and custard pie

The staring, popeyed comic in the picture above is a sight calculated to send shivers down the backs of most contemporary radio comedians. The face, which belongs to a huge, slack-jawed ex-artist named Zero Mostel, heralds the arrival on the air via television of visual comedy. As a result the mother-in-law jokes, insults and artificial laughter of the radio seem out of date. Someday they will have to become funny to look at or leave the air.

Mostel first came to notice in a New York nightclub right after Pearl Harbor with an act about an isolationist senator who wanted to know "what the hell was Hawaii doing in the Pacific Ocean anyway?" He has since been seen in countless comedies, impersonations and swami acts in the movies and recently on television.

In a pair of half-hour programs called *Off the Record* on Du Mont's WABD, Zero played an eccentric disk jockey who, like most disk jockeys, displays a notable lack of talent in many fields.

Zero's disk jockey seldom got around to playing records. But he convulsed his TV audience with an endless repertoire of grotesque grimaces as he scared away a visiting Briton (*above*) who offended Zero by telling elaborately unfunny jokes. Zero flashed his funniest faces as he acted out in excruciating detail the labors of an artist (*left*) painting the portrait of a middle-aged Huckleberry Finn. Measuring and remeasuring his subject repeatedly with rapt squints and daffy daubs, Zero finally produced a likeness of his own thumb (*below*).



AIMING BINOCULAR at Faye, Zero also gets bead on his own big thumb as he pursues his portraiture.



SUBJECT GETS BEAD on artist as artist uses magnifier to get a bead on the subject. When sitting ends...



FINISHED PORTRAIT baffles Faye, who finds it is artist's thumb. However Faye finds likeness in cuticle.

CONTINUED ON PAGE 81



Christmas is the Right time...

RIGHT *for accuracy*
RIGHT *for beauty*
RIGHT *for price*



Utterly unique in beauty, in value. For Harvel is the only maker of fine watches who is also a leading importer of diamonds. That is why giving a diamond watch by Harvel always means more. Whatever you care to spend, there's a Harvel diamond watch for you.

1. 14K white or yellow gold with 4 diamonds, \$71.50
2. 14K white gold with 8 extra large diamonds, \$200
3. 14K white gold with 8 diamonds, \$100
4. Platinum with 10 diamonds, \$525
5. 14K white gold with 12 diamonds, including 30 diamond bracelet, \$550.
with black cord bracelet, \$270
6. 14K white or yellow gold with 6 diamonds, \$90
7. 14K white gold with 6 extra large diamonds, \$185
8. Platinum with 200 round diamonds and 14 baguette diamonds, \$5500

All watches shown are 17 jewel and prices include Federal tax. Ask for Harvel, sold only by reliable jewelers.



Write for the name of your nearest dealer: **HARVEL WATCH COMPANY, DEPT. 411, ROCKEFELLER CENTER, NEW YORK 20**

The most shining gift for the most shining season



When do you first feel the wonderful, heart-lifting excitement of the Christmas season?

With the first snow-frosting? At the sound of the sidewalk Santa's bell? When a passing truck of evergreens sends you a spicy whiff? Or with the writing of your gift list, as every name offers a chance for you to give happiness?

No other gift fits this shining season so perfectly as something lovely

in International Sterling...the solid silver with beauty that lives forever.

From the tiniest coffee spoon to the most magnificent tea service, it says what you want to say: "Only the finest is good enough."

And so there's no gift more thoughtful, more right... for a husband to give his wife... for a woman to give her friends. Be sure to visit your International Sterling dealer... see the wide, wide choice. Pay as much or as little as you like. Easy purchase plan available.

son... lovely *International Sterling*



SPRING GLORY: A SLIM STEM UNFOLDS INTO A PERFECT FLOWER.



NORTHERN LIGHTS: DRAMATIC, LUXURIOUS, RICH CARVING.



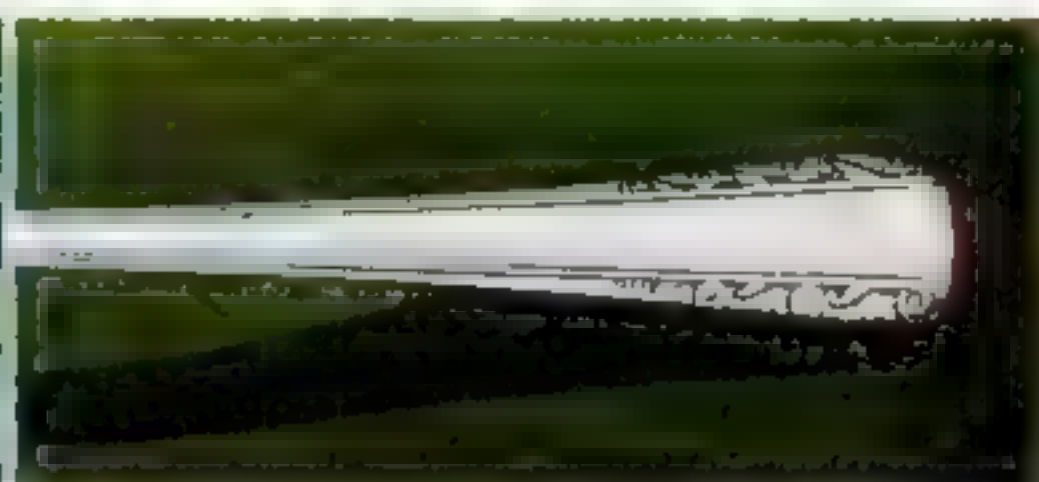
WILD ROSE: EXQUISITE, NEW, CARVED WITH TINY WILD ROSES.



PRELUDE: SLIM, GRACEFUL, CROWNED WITH A FLORAL CLUSTER.



SERENITY: A PATTERN OF ALMOST "TAILORED" LOVELINESS.



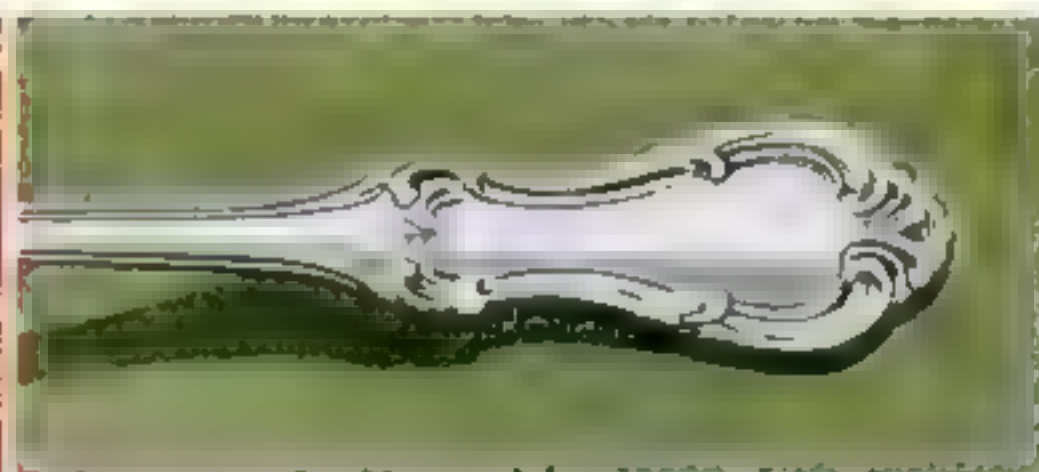
COURTSHIP: A GRACEFUL PATTERN WITH DELICATE FLOWERETS.



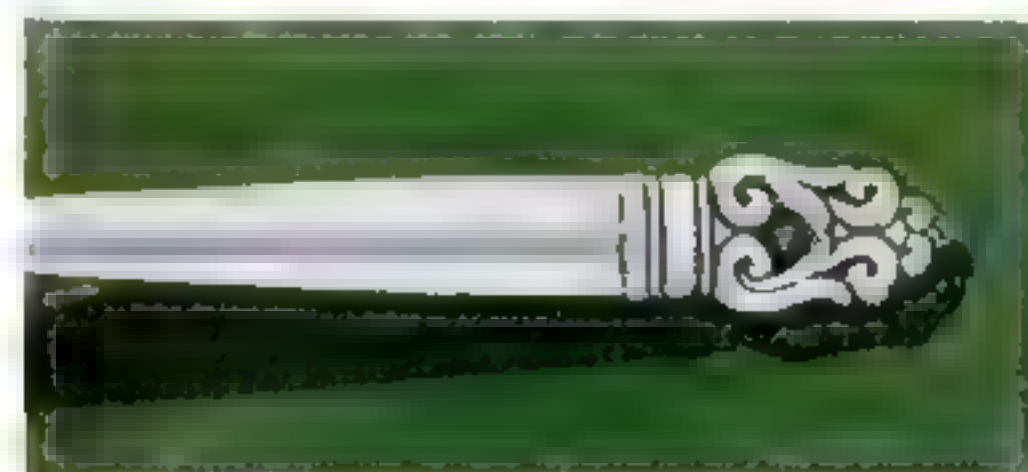
RICHELIEU: LOUIS XV INSPIRATION; RICHLY ORNAMENTED.



MINUET: SIMPLE, DISTINGUISHED ALL LINE AND SHINE.

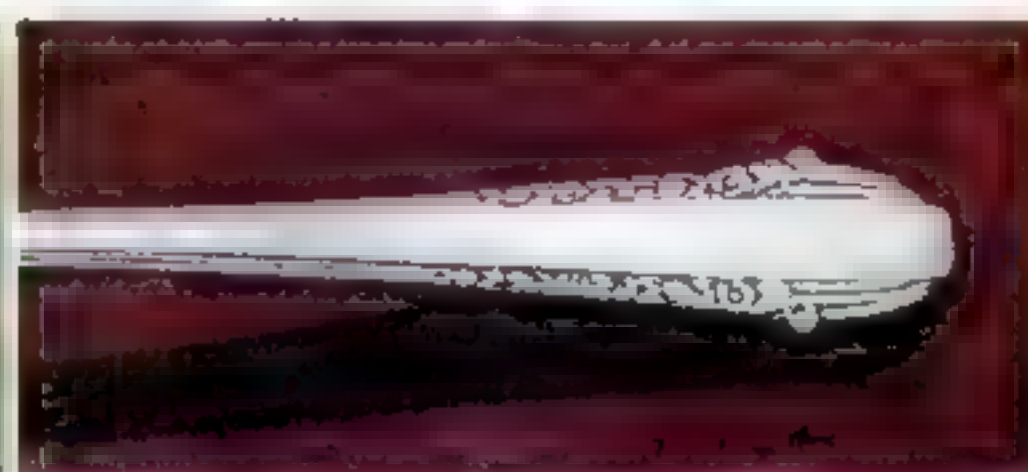


JOAN OF ARC: FRENCH INSPIRED; SUPERBLY GRACEFUL.



ROYAL DANISH: SCANDINAVIAN INSPIRED, OPENWORK MOTIF

Made in U.S.A.



ENCHANTRESS: YOUTHFUL, ROMANTIC, TINY FLOWER TRIM.



1810: INSPIRED BY SUPERB OLD COIN SILVER SPOONS.

INTERNATIONAL STERLING FLATWARE (above). Twelve superb patterns to choose from. Each artist-designed, wrought by famous New England silversmiths.

Gift hints: For someone starting her set, an individual six-piece place setting. From \$21.38, depending on pattern.

For the woman who has most of her set, matching "extras," like a cold-meat fork or ice-cream spoons. For a young daughter, a place setting, or a start-a-set teaspoon (as little as \$1.84).

INTERNATIONAL'S NEW SERVICE-FOR-EIGHT CHEST (left). Handsome walnut-finish chest comes with 42 pieces of International Sterling; holds up to 106. Gift hints: for an engaged daughter... or for you, a superb "family" present.

INTERNATIONAL STERLING HOLLOWWARE (right). Wide choice of designs to match flatware in Prelude, Royal Danish, Spring Glory, Wild Rose, and Courtship. Pieces from \$8.50 up.

Gift hints: For "little" gifts—salt and pepper shakers, candlesticks, bonbon dishes. For young-marrieds—vegetable dishes, bowls, trays. To a favorite granddaughter or niece—a superb tea or coffee service.

Tune in: "The Adventures of Ozzie and Harriet," Sunday, 6:30 P.M., E.S.T., NBC.

International Sterling



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Good things happen over Coffee...



When love is young and coffee's there
What matters if the game is done?
Who feels the autumn's chilly air?
Who cares about the setting sun?

They've lost the world that's homeward bound.
From all its cares, they're set apart—
For over coffee's warmth they've found
The way into the other's heart.

WANT TO MAKE DELICIOUS COFFEE? For Standard Coffee Measure and complete directions for brewing coffee by all methods, simply send 10¢ to Pan American Coffee Bureau, P. O. Box 78, New York 8, N.Y.



Look for this Seal of Recommendation on the Coffee Maker you buy.



TAKE-OFF ON "CARMEN" finds Opera Star Mimi Benzell flirting with both Zero (left), whose toreador cap tickles his nose, and jealous Joey Faye.



DUEL OF RIVALS for her affection is encouraged as Miss Benzell offers them pies instead of swords. The rivals, however, aim the pies at Miss Benzell.



MUSHY FINALE comes when Miss Benzell ducks. Typical of Mostel's show is chance visitor who stands up behind the desk just in time to receive pies.

CONTINUED ON NEXT PAGE

Captured...
the delicious
blackberry flavor
of the true fruit



Blackberry Liqueur *by* Hiram Walker

You'll never believe the hard-to-catch flavor of luscious, fresh blackberries could be captured in a bottle until you taste Hiram Walker's Blackberry Liqueur. That just-picked-this-morning goodness of *all* Hiram Walker's fruit liqueurs adds a touch of perfection at the end of a grand dinner.

So serve the cordials with that *something extra* Hiram Walker adds—the matchless skill and choicest ingredients which distinguish this tempting "Rainbow of Flavors."

Fruit Liqueurs: Blackberry, Apricot, Peach and Cherry, 60 proof.
Cremes: Creme de Menthe (Green and White), Creme de Cacao, 60 proof.
Liqueurs of the Orange: Triple Sec, 80 proof. Orange Curacao, 60 proof.
Spices: Anisette, 60 proof. Kummel, 80 proof.
Also: Rock and Rye, 70 proof • Peppermint Schnapps, 60 proof.
Sloe Gin, 70 proof • Hiram Walker & Sons Inc., Peoria, Ill.

Copy. 1948

Hiram Walker's



A RAINBOW OF FLAVORS



Yes New Benex makes beards 1/5 water!

Now you can soak the spine out of the toughest bristles that ever battled a blade! Benex Brushless leaves whiskers limper than spaghetti. Bristles actually soak up 1/5 their weight in water. Your razor just waltzes through 'em! Benex goes easy on, easy off. Won't clog razor or drain. Want super shaves? Buy Benex at any drug counter—or send coupon below for free trial-size tube.

Bristol-Myers' Brushless Wonder



FREE! Get your free, trial-size tube of Benex, the Brushless Wonder. Fill in and mail this coupon. Paste on penny postcard if you wish.

Bristol-Myers Co., Dept. L-1182
630 Fifth Avenue
New York 20, N. Y.

Name _____

Address _____

City _____ State _____



SPOOFING RADIO RECIPES, Mostel and Faye try desperately to keep up with a fast-talking radio announcer but litter the studio with their vegetables.



LOST IN A SEA OF GREENS, Zero gives up, peevisly squirts soda water at world in general. He finally throws the offending radio in with vegetables.

**THE HOLE IN
THE HEAD**

No biting off end
-Draws easily



**THE CIGAR THAT
BREATHES**

10c

Man to man-smoke
ROI-TAN

the striking new
Crosley
station wagon

Smart • Fashionable • Sleek



- ★ Lowest priced
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CROSLEY
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EASY WINTER STARTING



BY THE QUART!

**WINTERPROOF
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to safeguard vital parts,
avoid costly wear!

Change now to Mobiloil Arctic for double-range winter protection. This world-famous motor oil flows freely—permits easy starting—provides instant protection even when mercury hits zero and below. And it helps keep engine parts

clean free of deposits that can waste fuel, cause damaging wear! Get Mobiloil Arctic today at the Sign of Friendly Service! Ask your Mobilgas dealer for complete Winter Mobil-Care—protection for chassis, gears, radiator!

GET THE WORLD'S LARGEST SELLER—

Mobiloil Arctic

SOCONY-VACUUM OIL CO., INC., and Affiliates MAGNOLIA PETROLEUM CO., GENERAL PETROLEUM CORP.





THE SPIRIT OF REVOLT which inspired the era and came to a climax in 1848 was boldly expressed by the Frenchman Eugène Delacroix in his *Liberty Leading the People* (above). The painting refers to the French uprising in 1830 which deposed Charles X, an absolutist Bourbon, and replaced him with the more enlightened Louis Philippe, who was in turn thrown out in 1848. Critics found this painting too dramatic, but the people found it full of the hopes they cherished for freedom and change.



IN 1848 "PUNCH" LIBERTY THREATENS THE OLD REGIME

1848

One hundred years ago Europe erupted in a series of revolutions brought on by forces which still shape and trouble the modern world

THIS IS THE TENTH IN LIFE'S SERIES ON
THE HISTORY OF WESTERN CULTURE

ONE evening just 100 years ago, a lady reputed to be one of the most beautiful in Europe appeared at the Vatican. She was Mme. Spaur, wife of the Bavarian minister to the Holy See. A guide carrying a wax taper, which flickered fitfully in the all-embracing gloom, led her into the presence of Pope Pius IX. The Pontiff, according to a chronicle of the historic scene, trembled as he took the lady's hand and, earnestly gazing on her tranquil features, said, "I look to you, Madam, for arranging all the details." He then suggested to her the general outline of a plan.

"Holy Father," said the lady, "the scheme seems to me in every way satisfactory."

During the night Pius IX escaped from the Vatican probably disguised in a simple priest's habit and wig (although some historians maintain he wore fashionable secular clothes and smoked a cigar). He was conveyed in Mme. Spaur's carriage to the friendly and Most Catholic Kingdom of Naples, where he found refuge.

The specific event that made the Pope a political refugee was a nationalist uprising which had seized Rome and proclaimed an Italian republic. It was not directed against the Pontiff's spiritual rule as Christ's vicar on earth but against his secular and political powers, which made him virtually king of Rome. The political tremors were not confined to Rome. The roads of Europe bore a heavy and hurried traffic of eminent displaced persons. France's King Louis Philippe fled to England, bearing the name of Mr. William Smith. Prince Metternich, Chancellor of Austria and for more than 30 years the immovable master of Europe, borrowed a thousand ducats from his friends, the Rothschilds, and scurried out of Vienna into London exile. Austria's Emperor Ferdinand, before abdicating, deemed it prudent to retire to the Tyrol. It was 1848. In the space of a single year the great forces

of modern history clashed and in the brief, blinding light of the conflagration the shape and destiny of today's world were exposed to view.

The continent upon which this revolution burst with the sudden vehemence of a spring storm had seemed on the surface to be entering a period of relative stability. It stood in the middle of that remarkable 99 years' peace during which, from Waterloo (1815) to World War I (1914) Europe saw no general conflict. The united nations, assembled in the Congress of Vienna, had picked up the pieces left by the Napoleonic wars and had tried, though not with complete success, to build a likeness of the old order. The middle class was rapidly emerging as the foundation of this world. After centuries of struggle it had finally wrested a large measure of political power from the old aristocracy. It was a time, therefore, of staid bourgeois virtues.

In that year in England, Victoria was on the throne. The novelist Charles Dickens was publishing *Dombey and Son* and the naturalist Charles Darwin was pondering the facts that he was later to put into his *On the Origin of the Species*. In France, Frédéric Chopin, sick with consumption, was only a year away from death. In Russia, Feodor Dostoevski was deeply involved in the Russian reform movement for which he was subsequently exiled to Siberia. In the U.S., Americans were annexing sections of Mexico and finding gold in California.

Yet everywhere great revolutionary currents were running strong. The most immediately important was the fierce pride in country which was nationalism.

In the early 19th Century the worship of one's nation was not yet the self-evident duty, inculcated in every school child, which it is today. Centuries before, in the Middle Ages, Europeans had been units in a great international system, ruled only by their loyalties to feudal masters and the universal church. They lived in the expectation of

TEXT CONTINUED ON PAGE 102

PICTURES ON NEXT 16 PAGES



"MASSACRE AT CHIOS," painted by Delacroix, helped shock Europe into the fight against tyranny. In 1822 the Turks, who ruled Greece, butchered

Greeks on the island of Chios. The Greek revolt against Turkey enlisted the aid of thinking men from all Europe, most notably the poet Byron.



STREET FIGHTS IN PARIS touched off revolt. Republicans fought for two bloody days, burned the Chateau d'Eau, an incident recorded above

by Hagnauer. The chateau, which stood near the palace of King Louis Philippe, was burned by patriots who went on to loot the royal residence.



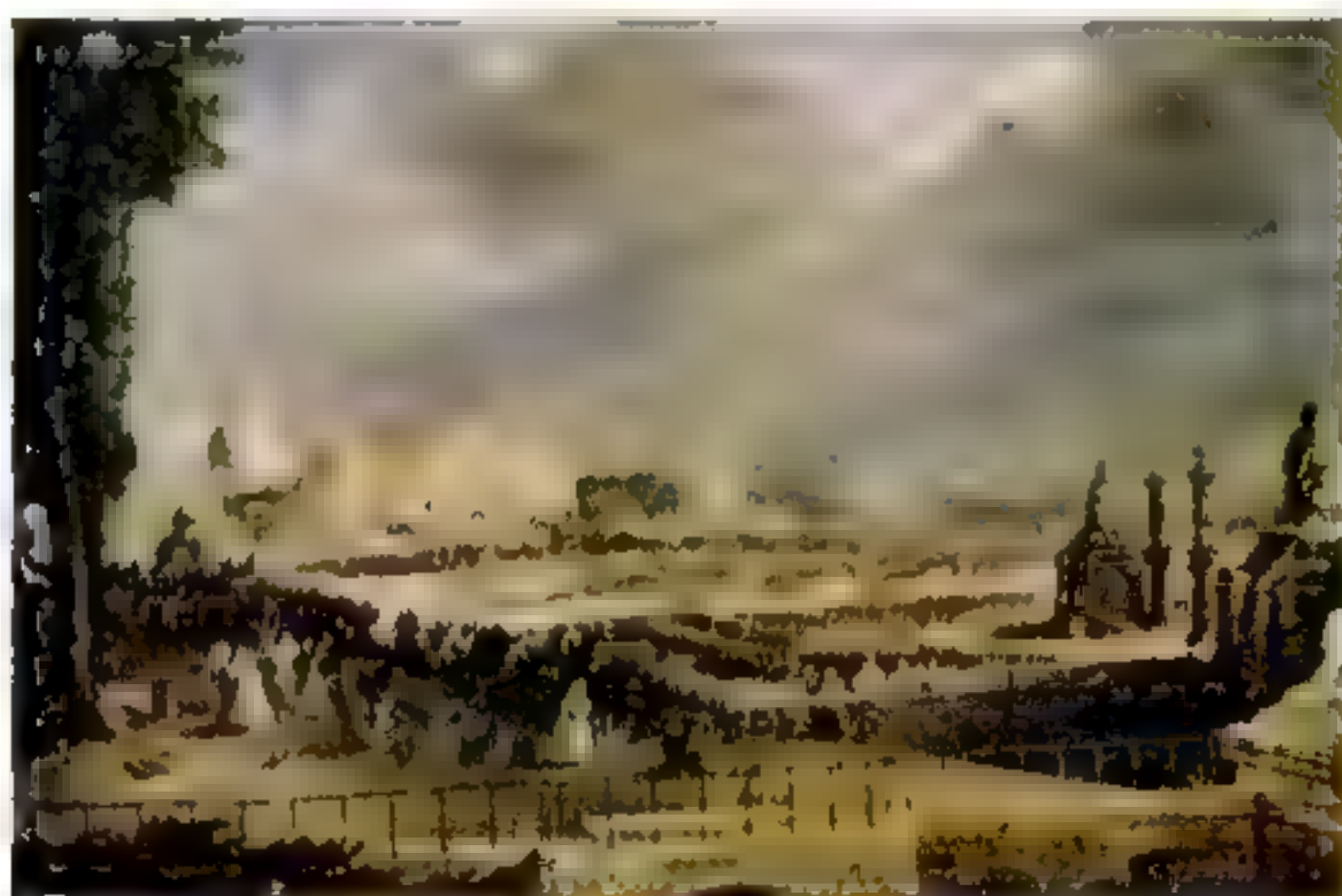
A NEW CONSTITUTION was celebrated in Paris at a festival painted by Champin. Decorations included an altar inscribed, "Love one another."

Rebellion

Frenchmen fought in the streets to lose a king, get a Bonaparte

Like an active volcano, France sent the sparks of rebellion flying all over Europe. The French erupted in the great revolution of 1789, again in 1830 and again in 1848. This last upheaval was brief but bloody. On the night of Feb. 22, 1848, a group of republicans from Paris and the provinces planned to meet for one of their frequent banquets to demand political reform of the ultraconservative monarchy of Louis Philippe. The banquet was to be launched with a parade. Acting with foolish severity, the government forbade the meeting. Crowds gathered nevertheless and rioting broke out between the people and the king's troops. By the end of two violent days the frightened king had fled to England and the insurgents had set up a provisional government.

After a chaotic period ending in even bloodier June riots, the middle classes began to fear radical elements and sought a strong leader to head their new government. Finally they elected Napoleon's nephew, Louis Napoleon, as president of the Second Republic. Louis ruled by the constitution until 1851 when he abolished the Assembly and a year later declared himself emperor. It would take two more decades and a grim defeat at the hands of Prussia to rid France of emperors and kings.



NEW REPUBLIC was proclaimed 17 times after the February revolt. On May 4, before the Palais-Bourbon, the republic was officially established.



TWO GREAT ENGLISH CONSERVATIVES, the Duke of Wellington (*left*) and Sir Robert Peel, shown together in this Winterhalter portrait, helped England avert revolutionary violence by reform. As prime minister, Peel in 1846 split his party wide open by forcing the repeal of the Corn Laws

(import tax on grain), which gave workers cheap food and converted England to free trade. Wellington, hero of the Napoleonic wars, grudgingly but patriotically supported Peel. In 1848, at the age of 78, he dusted off his sword to forestall Chartist riots which echoed the rebellions abroad.

MEN OF THE PAST



PRINCE METTERNICH (1773-1859), Austria's minister of foreign affairs, helped to keep a balance of power in Europe after Napoleon. He suppressed nationalism, was anathema to liberals.



EMPEROR FRANZ JOSEPH (left, 1830-1916) took Austrian throne in 1848 when his uncle abdicated. Although he reigned for 68 years into the 20th Century, he acted like a ruler from the

past, trying to squelch national liberty in Hungary, Italy, Germany. He was photographed with his brother, Archduke Maximilian, who became the ill-fated puppet emperor of Mexico.

The Past and the Future

The age that had gone by and the age yet to come met in 1848

1848 was a meeting place in history of towering figures who had made the past and others who were to make the future. In London the Duke of Wellington, victor of Waterloo, was drafted by the leaders of England to take command in face of threatened workingmen's riots. The riots never came off, but later in the year Wellington welcomed to London a victim of riots that did—his onetime ally, Prince Metternich of Austria. Metternich, at the Congress of Vienna after the Napoleonic wars, had maneuvered the kings of Europe back on their thrones, had dominated Europe for 33 years. Both Wellington and Metternich looked down their long noses with disdain upon any popular clamor for social justice. But Wellington, in the tradition of English conservatism, had given way before change and reluctantly supported reform. Metternich had suppressed all demands for change. In 1848 the uprisings in Austria had forced him to flee Vienna in a hackney coach.

New figures were coming on to rule Europe. The German nationalist

Bismarck was just beginning his career. He was to become the unifier of Germany while other nationalist leaders were to make Italy an independent nation and win some degree of autonomy for the various nationalities of the Austrian Empire.

The socialists in 1848 were gaining their first real recognition. They were a varied group. Louis Blanc, the Frenchman, believed, "From each according to his abilities, to each according to his needs." Proudhon (below) scorned private property and government. They, and others like them, were humanists concerned with individual liberties. But Karl Marx, the German socialist, was ruthless, logical and concerned with the state, preached the economic interpretation of history, dictatorship of the proletariat. Through the next decades the streams of socialism merged and diverged. Not until this century was socialism split between the humanist, "democratic" socialists of Western Europe and the Communists, who are dominant heirs of Marxism today.

MEN OF THE FUTURE



OTTO VON BISMARCK (1815-98), Germany's famed Iron Chancellor, defeated Austria and France in decisive wars, drew the German states into one nation, was the big boss of Germany.



PIERRE JOSEPH PROUDHON (1809-65) was Paris socialist who believed workers should govern themselves, hoped ethical progress would make a centralized government unnecessary.



KARL MARX (1818-83), an irascible German scholar and journalist, wrote *Communist Manifesto* in 1847 with friend Friedrich Engels. In London he wrote his major work, *Das Kapital*.



ON-THE-SPOT NEWS PICTURE, one of the earliest of its kind, was probably taken in 1848 after one of the many street riots against the

government that were going on all over Paris that year. The proud gendarme—and his shabby prisoners too—seem impressed by camera.



CRYSTAL PALACE exhibition in a great glass and steel edifice was opened in London in 1851, displayed new inventions and products from all



EMPEROR NAPOLEON III and wife Eugénie were wed in 1853, became French fashionplates. Eugénie lived until 1920, dying at the age of 94.

The Camera

The new recorder of history was already busy

By 1839 Daguerre had developed his famous photographic process and by the end of the 1840s history for the first time was being photographically recorded. Until then the past had been pictured mainly in paintings or engravings and was always subject to the artist's interpretation. But now the camera gave a sudden and startling sense of reality to history, and events that happened a hundred years ago look as if they might have happened yesterday.

Along with the camera, new inventions and mechanical developments flooded the decade. In Cambridge, Mass., Elias Howe patented his sewing machine in 1846, sold it to a London corsetmaker. By 1840 the streets of all the major cities of Europe and England had gaslight. The telegraph, which was pat-

ented in 1837 by Morse, was a handy convenience by 1848 when more than 1,800 miles of English railways were equipped with telegraph wires. The use of cheap postage stamps was adopted in Britain, soon was worldwide.

For women it was an age of rustling silks and Strauss waltzes. In 1849 the Viennese waltz king visited London and was escorted down the Thames by a flotilla of boats filled with bands playing his most popular numbers. The polka was regarded as a deliciously daring ballroom dance by polite ladies while impolite stage ladies did the cancan, in which they displayed their garters, wagged their knees and their behinds. For men the "cigarro" was almost as popular as the pipe, though in Prussia it was allowed in public only if it was enclosed in a wire case to catch the ashes.



over the world. In 1854 the exhibit, moved to a suburb, was reopened by 35-year-old Queen Victoria, who is shown standing in the center.



SKITTLES, an English lawn game, was played like ninepins, and is similar to the American sport of bowling. Here in an English city back-

yard the "pins" are being set up to be knocked down again by a wooden ball. The sport is pleasantly enhanced by pitchers of good English ale.

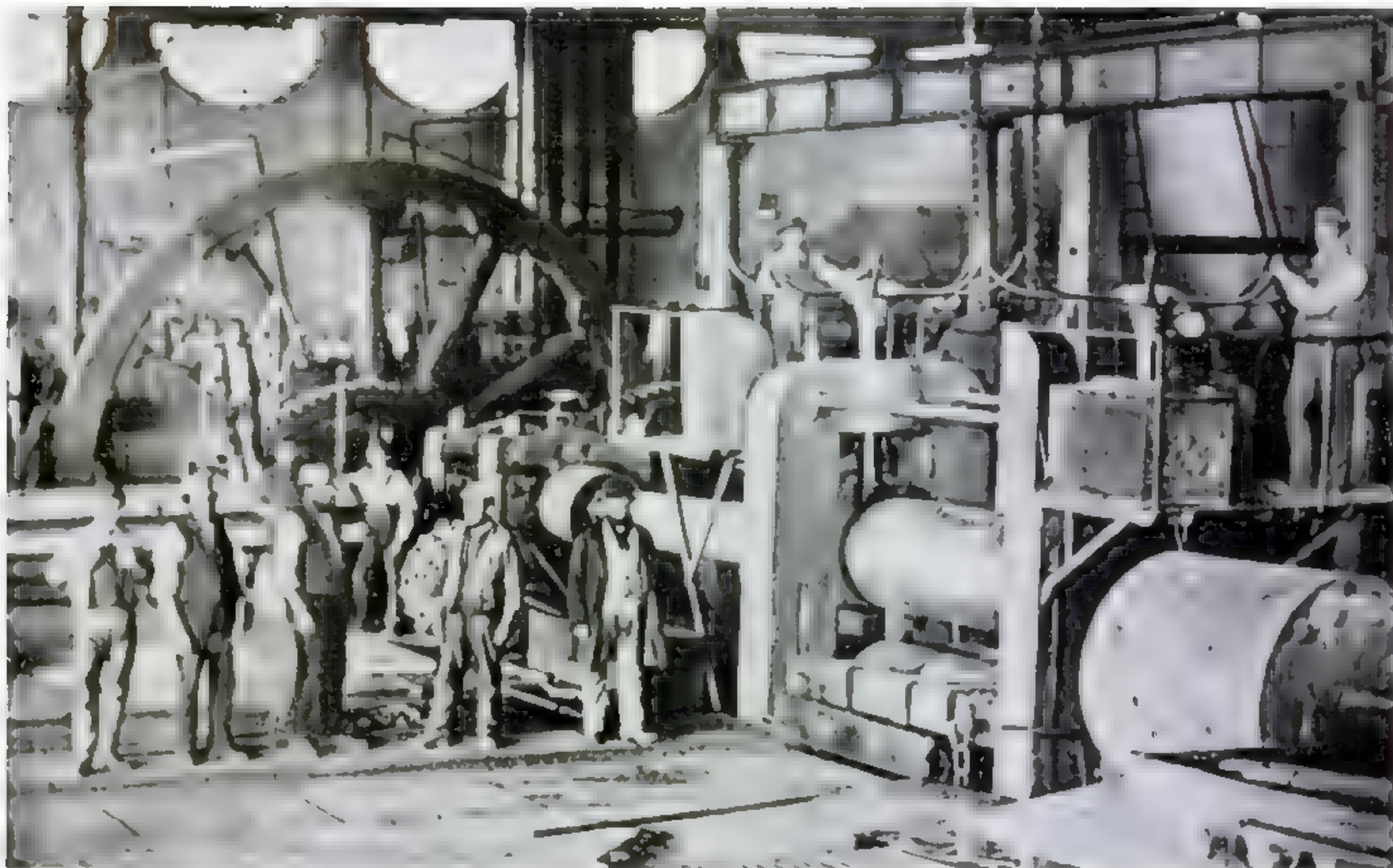


THE BOBBIE of London first wore top hat, later exchanged for helmet. The bobbies got their name from "Bobbie" (Sir Robert) Peel (p. 90).



FIRST USE OF ETHER as an anesthetic in an operation took place successfully in Boston's Massachusetts General Hospital in 1846 where

this historic photograph was taken. Ether was introduced by a Boston dentist, Dr. William T. G. Morton, who wears checkered vest (above).



AN ARMOR-PLATE ROLLING MILL, photographed in a Liverpool ironworks, was one of the astonishing new factories that were springing up all

over Europe as a result of the industrial boom. Iron had countless industrial uses, but it was especially in demand for shipbuilding and railroads.



A WOMAN MINE WORKER was shown in this 1842 English illustration, which helped rouse the nation against some of the abuses of the Industrial

Revolution. Often nude above the waist, women were forced to crawl on their hands and knees through long, dark tunnels to haul wagons of coal.

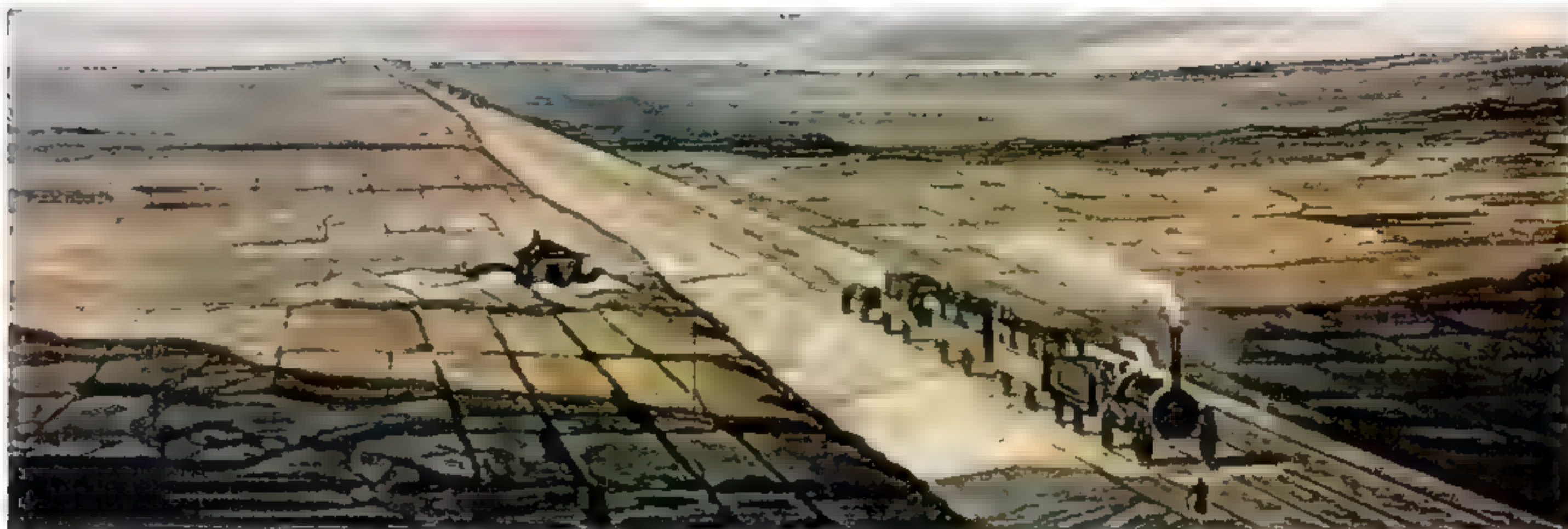
The Industrial Revolution

The age of iron, steam and railroads was taking over the world

By 1848 Britain was engulfed by the Industrial Revolution. More than 5,000 miles of new railroads carried 73 million passengers in 1848. Britain led the world in coal production, and endless yards of cotton rolled from British mills. The Continent was slower to catch the fever, but by 1848 Germany and Austria had built some 4,000 miles of railways. The world's biggest ironworks was

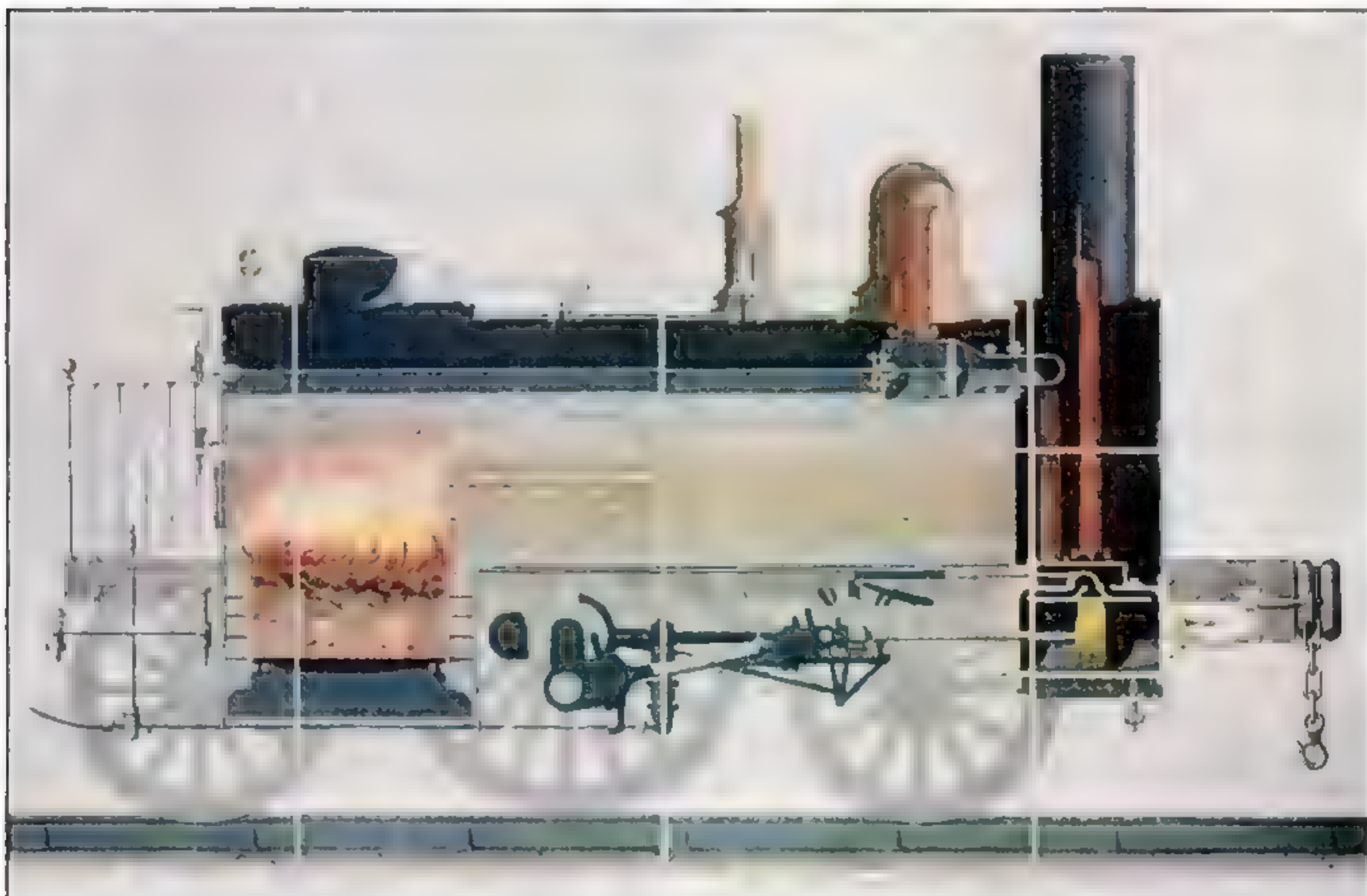
the Serang plant near Liège in Belgium, which employed 2,500 workers. Founder of this plant was John Cockerill, one of the first great industrial tycoons. He also owned cotton, wool and linen factories and a paper mill in Belgium, spinning mills and zinc mines in Germany, forges in France, a cotton mill in Spain, a cloth factory in Poland, and a sugar plant in Dutch Guiana. But for millions of

people the revolution meant that there was also poverty and degradation. Young children worked 12 to 16 hours a day in the mines for two shillings a week. In 1847 there was great British agitation to restrict children's and women's working hours to 10 hours a day. Ragged choirs of children went about chanting "We will have the Ten Hours Bill — Yes we will, yes we will." The bill passed.



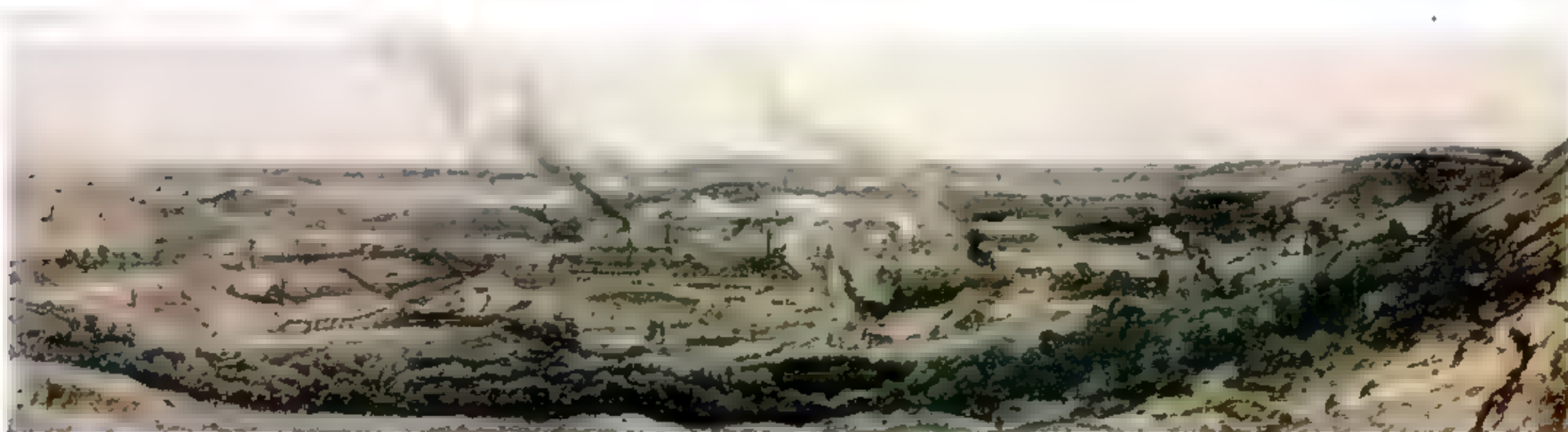
BIGGEST RAILROAD at start of the industrial age was the Liverpool and Manchester line, part of which was built over a 4-mile-wide English

peat bog and caused an uproar because it cut into canal owners' fees. After its gala 1830 opening, the L. and M. set a speed record of 35 miles an hour



POWERFUL LOCOMOTIVE of 1848 was illustrated in this cross-section drawing, so Englishmen would know how the new engine worked. Water

in main body of engine is heated to steam by hot gases piped from fire (left) to stack. Pressure of steam moves pistons, which in turn move wheels.



FAMOUS FACTORY on the Continent was the Schneider iron works at Le Creusot, France, painted around 1848. From this plant grew the Schnei-

der company, which became the great munitions makers. Many people in 1848 were depressed to see how this factory blemished the landscape.



INDUSTRY stirred Englishman J.M.W. Turner, a forerunner of Impressionists, to do hazy scenes like this 1844

railroad painting, *Rain, Steam and Speed*. In the new dawn of industry Turner saw a high, poetic grandeur.

Painters

They took a poetic view of a fast changing world

The swirl of events excited the artists to new visions of the changing world. Delacroix dramatized the political revolution. Turner was impressed by the industrial revolution. Millet felt the stirring of social consciousness. Corot departed from the make-believe rusticity of a previous age to a genuine interest in nature. These painters foretold the coming art movements. Millet and his contemporary Courbet were the first of the new school of realism. Delacroix, Turner and Corot were predecessors of the Impressionists.



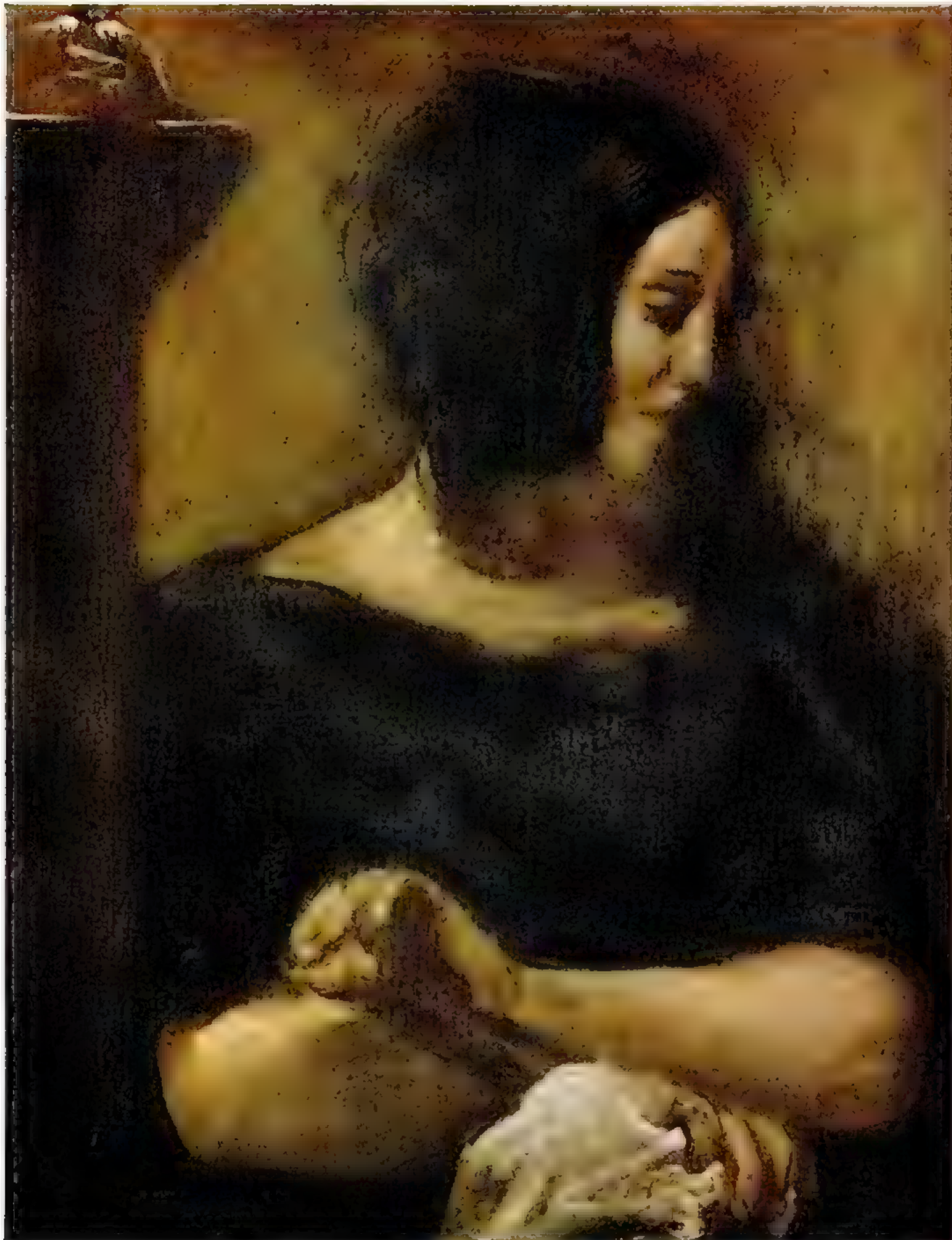
NATURE was mirrored in the tranquil, informal landscapes of the French painter, J.B.C. Corot, who in 1841

did this *View of Naples*, showing dancing peasants. Painting is now in Museum of Fine Arts at Springfield, Mass.





LABOR was extolled in *L'Homme à la semence* by Jean-François Millet, which in 1866 found its way to the homes of American parlors and schoolrooms. A French peasant himself, Millet painted the peasant's life with compassion and was so familiar with the attitudes of country laborers that he never used a model. His art shows the trend toward realism after the easiness of the preceding century. Like most of his fellow artists and writers, Millet was acutely aware of political issues, made many "dream" and paintings which dramatized the social ferment of his day.



GEORGE SAND was the pen name of a French woman named Aurore Dupin who became a focal point of the whole romantic revolution. A fiery believer in the rights of laborers and women, she wrote novels, manifestoes and, during the Paris revolution of 1848, started a republican newspaper. Around her gathered many famous men. For some she was an intellectual stimulant and inspiration; for others, like the poet Musset and the composer Chopin, she was a mistress. This portrait is by Delacroix.



RICHARD WAGNER trumpeted German nationalism in his operas.

Romantics

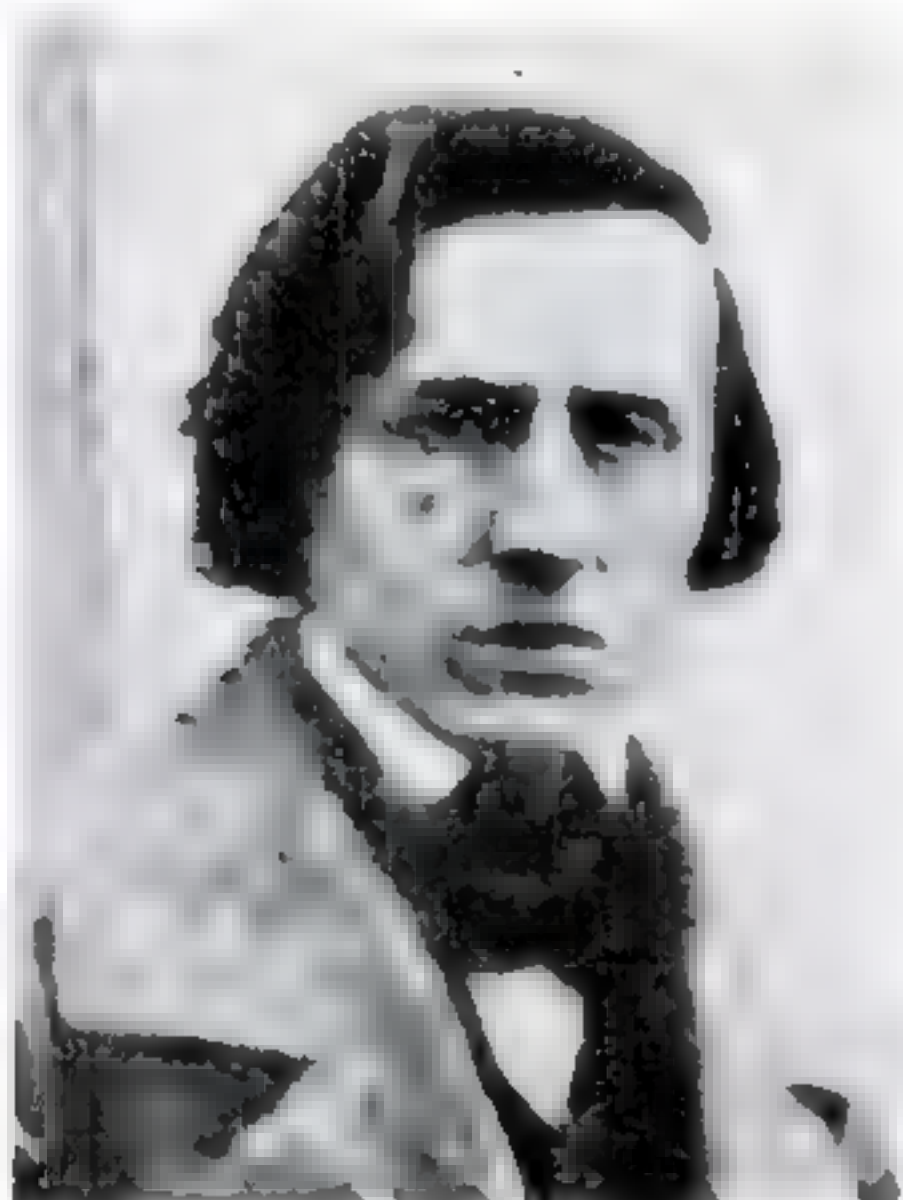
They fought for art and politics

The people who had brought about the romantic revolution by 1848 were imbued with a point of view which made art and politics very exciting to them. Their world was rich and varied and every detail of it merited attention. A pebble could be as fascinating as a mountain, a pauper as worthy as a prince. In their zeal for liberty their actions were sometimes absurd, but their motives were often sublime.

With this wholehearted concern for the world, the artists of the period were more at home on the barricades than in an ivory tower. The pianist Franz Liszt gave benefit concerts for striking workers. In Dresden, Composer Richard Wagner gave a stirring speech from the town hall balcony to the rioting throngs below and had to hide behind a straw mattress from Prussian sharpshooters. In Paris in 1848 after the king fled, the poet Alphonse de Lamartine became premier of the revolutionary provisional government, and later Victor Hugo became such a militant antiroyalist that he had to disguise himself as a blue-shirted worker with a tin lunch box and flee to Brussels.



VICTOR HUGO, French novelist (*Les Misérables*), sat in 1853 on the "Rock of Exiles" on the English Channel isle of Jersey. He was exiled for 20 years because he accused Napoleon III of being a traitor to freedom.



FREDERIC CHOPIN showed national fervor by using his native Polish tunes in his music.



ALFRED TENNYSON expressed in poems a romantic's love of folklore, medieval legends.



ALEXANDRE DUMAS, the French romantic author (*Three Musketeers*), was a fiery liberal.



A HARBOR OF HOPES was the port of Le Havre, photographed in 1851, where ships set forth for America. Along with Liverpool and Hamburg,

this French port was a point of embarkation for emigrants who, after 1848, hoped to find in democratic America the freedom they missed in Europe.



CARL SCHURZ joined German liberal movements as a student, fought Prussian army, came to America in 1852. Here he denounced slavery and became brigadier general and a statesman.



LOUIS AGASSIZ from Switzerland visited U.S. in 1846 to study geology. When the 1848 revolts broke out he decided a scholar would have more freedom here, stayed on as a Harvard teacher.

America

U.S. welcomed liberals from troubled Europe

To the U.S. in the 1840s came a new flow of immigrants. Some had left Europe for religious reasons, like the grandparents of General Wedemeyer (*opposite page*). Some came to colonize newly opened lands, some to escape the Irish potato famine. But the most significant immigrants were the freedom-loving liberals who came after 1848.

Americans, seeing in the European revolts an echo of their own fight against tyranny, welcomed them with enormous enthusiasm. Many of the 1848 immigrants were teachers, editors, intellectuals who quickly joined the fights for freedom in their new country and, through themselves and their descendants, gave new depth and gusto to American life.



DISTINGUISHED DESCENDANT of the 1840s is Lieut. General Albert Coady Wedemeyer, who in the last war commanded U.S. operations in the Chinese theater. Behind him on wall are photographs of grandfather Wilhelm Wedemeyer and grandmother Frances, who came to America

from Hanover, Germany in 1842. Members of the Old Lutheran sect, they left Germany to escape the harsh laws of Prussia's Frederick William III, which did not grant them religious freedom. Wilhelm Wedemeyer became a bandleader in Union Army, marched with Sherman through Georgia.

1848

CONTINUED FROM PAGE 85

one day becoming citizens of the Kingdom of Heaven. But with the Renaissance and its grandiose emphasis on earthly realms, with the Protestant Revolution and its emphasis on individual freedom, the independent modern nation was born. The allegiance once owed to the twin symbols of cross and crown was to be transferred now to the authority of the secular state. By 1848 nationalism was established not only as love of country, but also as a faith in the people and a fierce desire for independence.

Hand in hand with nationalism went liberalism. A term which has been muddled in the 20th Century's many intellectual gutters was still a definite philosophy in 1848. It was a view of life which, in politics, emphasized the individual's freedom from arbitrary rule. It saw the state, checked by parliaments and constitutions, as a "passive policeman" whose main duty it was to keep order and protect property. Economically liberalism fought for freedom of trade, contract and enterprise; fought the aristocracy's ancient privileges as well as tariffs and guilds. Intellectually it believed in progress through science and technology. It was the philosophy of the middle class, which had fought to establish it ever since the twilight of the Middle Ages.

In the 1830s both England and France had gone through their liberal revolutions and had achieved constitutional government. In 1848 France was ready for another stage of revolution, a stage in which social and economic reforms were as important as constitutional reforms. When republican riots broke out in Paris the new socialists, representatives of the workers, merged with the liberals to overthrow the monarchy and establish a republic.

"When Paris sneezes," remarked Prince Metternich, "the rest of Europe catches a cold." He was correct. The revolutionary grippe spread to Germany and the Austrian Empire, where liberalism had made its slowest progress, and where absolute monarchy and the old aristocracy were still in control. It was here that liberalism used the great nationalist upsurge as its vehicle. In Vienna, Metternich himself fell. The germ next appeared in Berlin, where incensed crowds virtually made Prussia's King Frederick William their prisoner and forced him to ride through the streets draped in the revolutionary colors. At Frankfurt delegates from the separate German states met in pursuit of a great dream—the creation of a united, liberal German nation. From Denmark to Naples meanwhile, monarchs tried to soothe the nationalist and liberal fevers by showering more or less democratic constitutions on their subjects.

To comprehend, even approximately, the sense of upheaval that gripped Europe in 1848, Americans today must imagine the almost simultaneous outbreak of revolutions in Mexico City, Buenos Aires, London and Paris. All through the first half of the 19th Century Europe had witnessed sporadic rebellions which had served to keep alive the grim memory of the French Revolution of 1789. When the world of Metternich closed its eyes, it was still apt to see the blood of the Terror behind its lids, and when it slept, it still heard in its dreams the rattling of the tumbrils.

England, in its own way, was also shaken. The Chartists, a relatively small workers' movement, had served notice that they would march on Parliament. For two days running, Lady Palmerston entered the word "revolution" in her diary, and her husband Lord Palmerston, Britain's Foreign Secretary, issued muskets and cutlasses to the Foreign Office personnel. On the day appointed for the revolution it rained and only some 20,000 Chartists turned out, carrying a petition with almost two million signatures. Their leader, informed by a London constable that they must not continue the march, meekly loaded his enormous petition into a cab, shook hands with the bobby and rode off. Thomas Carlyle, the historian of the French Revolution, who had come out in the rain to see what barricades would look like in Piccadilly, went back home to tea (he had forgotten his umbrella). But despite this damp fiasco most of the demands which the Chartist movement embodied (including universal manhood suffrage) eventually became the law of England.

There was evident beyond and beneath the political upheavals

CONTINUED ON PAGE 103



WINDING IS OLD-FASHIONED



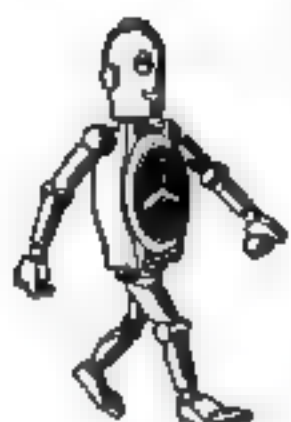
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OLD FORESTER
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BOTTLED IN BOND

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of 1848 a profound revolution of the mind. It was essentially a revolution against the absolute rule of reason.

The 18th Century philosophers of the Enlightenment had taught men that the faculty of reason was all they needed to live in peace and order on earth. They need not bow to any religion. This secular preachment resulted in a vast and in many ways healthy upsurge which contributed heavily to the creation of British and American democracy. But it also raised a tyranny of its own during the French Revolution. Reason, which denied the need for deities, was made man's new deity.

But before long man rediscovered the simple fact that he cannot live by worshiping his intellect alone, and that reason is but a great instrument whose tasks and purposes must be set by faith. The search for such a faith was the essence of the romantic movement.

Romanticism found its most striking expression in the arts. The artists had perceived the sterility of classicism, which was the Enlightenment's artistic legacy. The new generation of writers, musicians and painters had a wasteland of dead traditions before them; they strove mightily to build a new artistic world on the ruins of the old. The world they built is the one in which, artistically speaking, we still live.

The central feature of romanticism is that nothing human is strange to it. It is the artistic counterpart of the political liberalism which raised its banners in 1848; it affirms the worth of each man's experience and the importance of giving expression to it. From the limited subjects and techniques which classic ordinances pronounced worthy of the artist's attention, the romanticists turned to the whole real world about them. From academic laws on correct form they turned to forms that made room for all the emotions. From squeamish elegance they turned to a style that included the language of plain men, as well as all the sounds and colors of the earth. William Wordsworth, one of the greatest of the romanticist poets, explained it this way: "Poetry is the image of man and nature. . . . Poets do not write for poets alone, but for men. . . . I have chosen subjects from common life and endeavored to bring my language near to the real language of men." In poetry he expressed the simple love of nature and the urgent, questing spirit of romanticism:

My heart leaps up when I behold
A rainbow in the sky:
So was it when my life began;
So is it now I am a man;
So be it when I shall grow old,
Or let me die!
The Child is father of the Man;
And I could wish my days to be
Bound each to each by natural piety.

As Copernicus had done with the science of the universe, the romanticists gave the arts of men a new dimension. Poets like Wordsworth and Victor Hugo broke up the mathematic minuets of the old meters. The masterly chronicles of Honoré de Balzac and the Russian Turgenev became the prototypes of the modern novel. In music Beethoven gave the mighty downbeat to romanticism. The unashamed emotion of Chopin, the martial thunder of Hector Berlioz and, especially, the weird new harmonies of Richard Wagner are all clearly echoed by the "moderns." In painting, Delacroix and Turner inaugurated a violently tinted realism and an unorthodoxy of design which led to much that is best in modern art.

Despite their immense vigor, many of the romanticists were beset by *la maladie du siècle*—the sickness of the century. They were, in the words of one historian, "the heirs to that disabused century which had learned doubt and blasphemy from Voltaire's mocking lips and had borne a generation of children with May upon their cheeks and winter in their hearts." Their *Weltschmerz* led to strange eccentricities of the soul. They glamorized pain and were enamored of death. Lord Byron gulped his Burgundy from a skull he had mounted as a drinking cup and it is said that he once dropped a prospective mistress because she displayed too healthy an appetite while devouring a veal cutlet.

But the romanticists had enormous rebellious energy and their eagerness to taste every experience was merely another expression of their search for a new world. The romantic revolution indeed created an art which reached to the skies in warmth, richness and grandeur. It nevertheless failed to achieve a common ideal, which

CONTINUED ON NEXT PAGE

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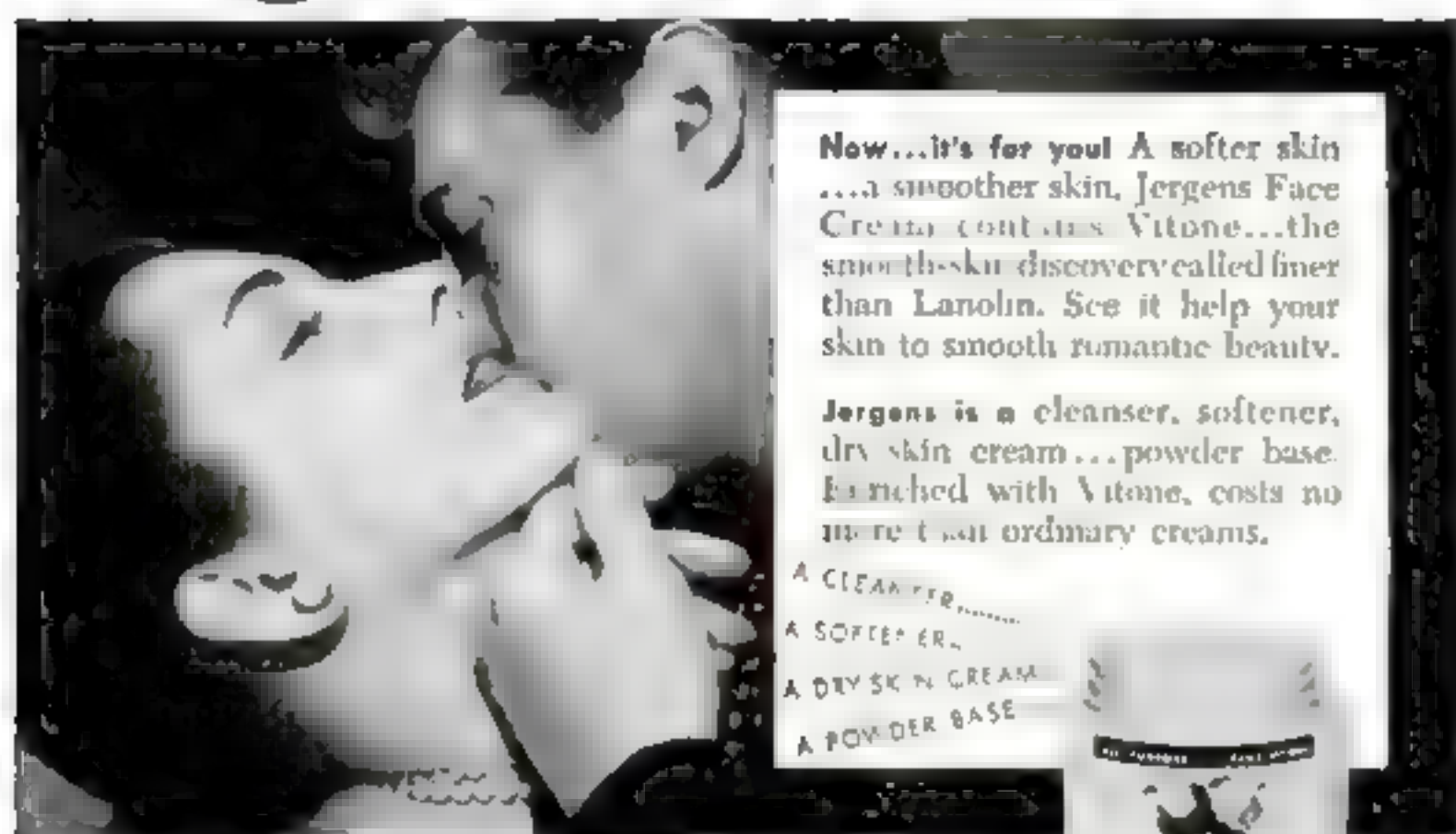
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gave the culture of the Middle Ages and the Renaissance their special hallmark of greatness.

There was at work in the world of 1848 still another revolution which inexorably shaped all the other manifestations of the time. Its barricades were everywhere—in the artistic salons, in the parliaments, in the throne rooms, in the silent forests, in the very air. It was the most tremendous revolution since the rise of Christianity, and it changed man's life more profoundly, in a shorter span of time, than anything that had gone before.

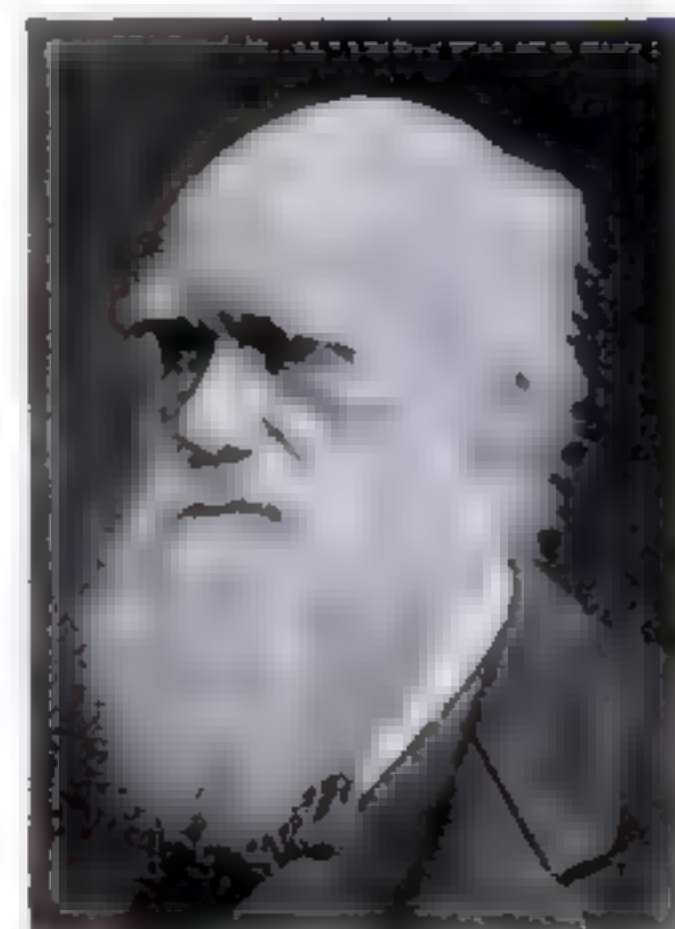
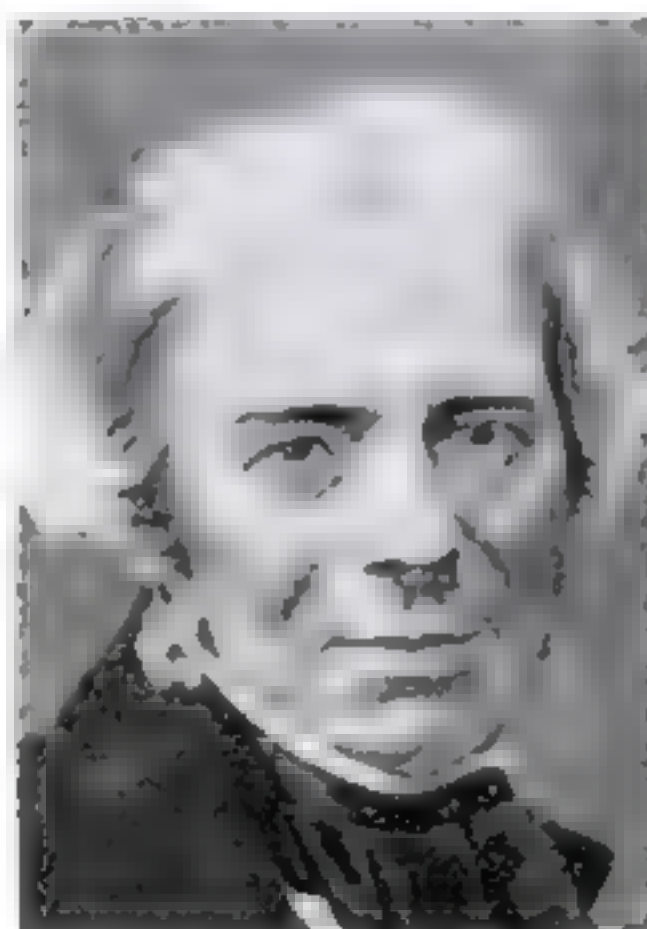
The Industrial Revolution was under way. By 1848 it was in full titanic swing. It had spanned oceans and continents. It had darkened whole landscapes with the smoke of its exertions. It had sprayed the cities with the half-spectral light of the gas flame. It had freed the markets of old barriers and had flooded them with an unheard-of wealth of goods. It had carried the middle class to power, and with it the materialist belief that, in the free competition of science and sweat, men and machines, mankind's lot could be steadily improved. It had raised visions of almost infinite progress and abundance.

The Industrial Revolution in the 19th Century was powered by steam. It was steam which ran the cotton mills of England, steam which ran the railroads that sprang up everywhere and the transatlantic liners which had just been put into use by the Briton Samuel Cunard. At the same time, a new source of energy was being tapped. Electricity had been harnessed. Michael Faraday had built the machine which was to dominate the 20th Century as the steam engine dominated the 19th—the dynamo.

But in its growth the Industrial Revolution had begun to raise the towering question of whether, and how, man could live in the same world with the machine. In the 1840s a writer gave an account of industrial civilization:

"On every side, and far as the eye could see into the heavy distance, tall chimneys, crowding on each other, and presenting that endless repetition of the same dull, ugly form, which is the horror of oppressive dreams, poured out their plague of smoke, obscured the light, and made foul the melancholy air. Strange engines spun and writhed like tortured creatures; clanking their iron chains, shrieking in their rapid whirl from time to time as though in torment unendurable, and making the ground tremble with their agonies. Dismantled houses here and there appeared, tottering to the earth, propped up by fragments of others that had fallen down, unroofed, windowless, blackened, desolate, but yet inhabited. Men, women, children, wan in their looks and ragged in attire, tended the engines, fed their tributary fires, begged upon the road, or scowled half-naked from the doorless houses. Then came more of the wrathful monsters, whose like they almost seemed to be in their wildness and their untamed air, screeching and turning round and round again; and still, before, behind, and to the right and left, was the same interminable perspective of brick towers, never ceasing in their black vomit, blasting all things living and inanimate, shutting out the face of day, and closing in on all these horrors with a dense dark cloud."

CONTINUED ON PAGE 125



FARADAY AND DARWIN were scientists of the era. By 1848 Michael Faraday (1791-1867) was a famous physicist whose work in electromagnetism had led to the development of the dynamo. In 1848 Charles Darwin (1809-82) was an obscure naturalist who had already had, in his words, some "gleams of light" about the theory of evolution which was to reshape the world's thought.



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1848 CONTINUED

The writer was Charles Dickens. He had described one of the great social calamities of modern times. In its midst a new historic force had been born. By 1848 it had risen terribly to test and judge capitalist society. The new force was the industrial proletariat.

Europe's population between 1800 and 1848 had increased from 190 million to 265 million. Thousands of men and women streamed from the countryside into the crowded cities to work the machines. Their material and spiritual well-being was, at first, of little concern to their capitalist employers, for the age of reason had taught a form of moral *laissez faire* under which no man was his brother's keeper. Work had become an agony, to which all members of a proletarian family were compelled. Only the youngest stayed at home, untended (to keep them "safe and quiet," drugs were sold in England bearing such names as "Infant's Preservative" and "Mother's Blessing"). The home of the new proletariat was not so much its city or its nation as that terribly separate entity, the slum. There was a very real danger that the masses of the people would lose their stake in Western society. It was not long before certain men rose to champion the proletariat. Thus at the very moment the middle class had won its revolution against the old aristocracy, a revolution against the middle class itself was launched. Its name was socialism.

The man usually credited with founding modern socialism was the Count de Saint-Simon, a young French aristocrat who ordered his valet to wake him daily with the words, "Get up, *monsieur le comte*, remember, you have great things to do." The central feature of his socialist utopia was a governing body of philosophers called the Council of Newton. Saint-Simon died in 1825. His work was carried on by his disciples, among them Prosper Enfantin, who was known to his followers as "Christ." Another utopian socialist was Charles Fourier, who had a widespread following in the United States where many Fourierist communities were founded, including the famed Brook Farm. His system was based on discovering the job each individual liked best and letting him do it. For example he had observed that, for some reason, small boys like dirt and this circumstance could solve a major problem for the ideal community if small boys were permitted to dispose of the refuse.

The Paris revolution of 1848 gave socialists their first real opportunity. Louis Blanc, a trade-union socialist, became a member in the new republican government. He proceeded to establish national workshops, a kind of public works project, and proposed a "Ministry of Progress." But the nation wanted a liberal republic; not a socialist state. The socialists were severely defeated in a general election. When they rioted, the new government called out its troops against them. Their pathetic confusion was summarized by Pierre Joseph Proudhon, a rival socialist, who had distinguished himself by devising the slogan: "Property is theft." He wrote, "The socialists . . . had the faith of the Social Revolution; they had not its key nor its science."

The man who gave them the key and the science was Karl Marx. It was he who fused socialism into an effective and seemingly scientific philosophy. First, he drew the battle lines clearly. The revolutions of 1848, he told his comrades, had been fought chiefly by the middle class liberals. It was permissible for socialists to use these as temporary allies; they were, nevertheless, the enemy. Second, he banished God from socialism and emphasized materialism to the point of making it a new religion. Third, he broke with the corrosive force of nationalism (except for temporary tactical purpose) and asserted that socialism must seek to establish a new universal order. In 1848 he set forth his theories in a slender pamphlet entitled *Manifesto of the Communist Party*. "Let the ruling classes tremble at a communist revolution," it proclaimed. "The proletarians have nothing to lose but their chains. They have a world to win. Workingmen of all countries, unite!"

Western civilization faced its greatest challenge since Martin Luther had nailed his theses to the church door at Wittenberg. Only a few men then realized what had occurred. One of these was the German poet Heinrich Heine who in 1842 had written in tones of ringing prophecy: ". . . Then, the fearful wheel would start to move again, and this time we should see an antagonist appear who might well be the most terrible of all who have yet entered the lists with the existing order. . . . He resides . . . where among death and decay new life is sprouting and budding. Communism is the secret

CONTINUED ON PAGE 121



BREAD on the table... BREAD in the bird!

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name of the dread antagonist setting proletarian rule with all its consequences against the present bourgeois regime. It will be a frightful duel. How will it end? No one knows but gods and goddesses acquainted with the future. . . ."

It has been said that 1848 was a turning point in history at which history did not turn. The political revolutions of 1848 petered out and, by 1853, had been suppressed. Europe once more lapsed into outward tranquillity; the rich and productive Victorian age was at hand. But the great revolutionary forces which broke to light in 1848 continued along their relentless course to shape the dilemmas, conflicts and tragedies of blood which fill the present.

Nationalism and socialism swelled to nightmare proportions. Between them they all but crushed liberalism. The French republic of 1848 collapsed when, for the sake of imperial memories and nationalist glories, it elected Louis Napoleon, nephew of Napoleon Bonaparte, as its president, an opportunity which he promptly used to make himself emperor. In Germany the Frankfurt assembly failed dismally in its grand design to establish a united and liberal German nation. This was, perhaps, the greatest failure of 1848, for if the assembly had succeeded Germany might have taught itself the ways of democracy and saved itself and Europe from two great disasters of the 20th Century. It remained for Otto von Bismarck to create the modern German Reich in an autocratic mold and to pronounce a grim obituary to liberalism's brave endeavors. He said, "Not by speeches and majority resolutions are the great questions of the time decided—that was the mistake of 1848—but by iron and blood."

After the 1848 revolutions failed, a stream of liberal leaders fled Europe. Many came to America, where they added new zest to liberal ideals. But in Europe nationalism continued to sow blood and iron. The harvest was the immeasurable calamity of world war. Aided by the enormous advance of the Industrial Revolution, which continued to work its scientific miracles, modern war finally raised the concrete possibility of civilization's total destruction.

The event for which 1848 is most sharply remembered today remains socialism's first appearance on the world stage. For whether socialism or liberal capitalism is to administer the titanic forces of industrial civilization is the dominant problem of our time.

Since 1848 socialism has grown mightily. Even formally non-socialist states have absorbed a large measure of socialist institutions. Some socialists (like the British Laborites) have tried to reach a compromise between socialist and liberal ideas. It is Marxism, however, which has set out to achieve the day when, in the words of its song, "The International Party shall be the human race."

In 1848 freedom was still a great and simple matter. It was the trumpet which proclaimed to the world and to the heavens the rights and worth of man. It meant the individual's protection against tyranny. But Marxism has set in motion a gigantic revolution against individualism, that view of man as a free being on which Western civilization rests.

Of all the lessons of 1848 the most important is one concerning freedom. It is that freedom cannot be won, once and for all, on the barricades. Like man's other possessions, it must be defended. Faust, the great hero of the romantic quest, in whom Goethe personified the Western spirit in its struggle with itself and God, achieved this insight before he died:

"... Only the man deserves his life and freedom
Who daily conquers them anew."

THE WESTERN CULTURE SERIES ENDS

With this article LIFE concludes its series on the History of Western Culture. The first article, Renaissance Man, appeared in the issue of March 3, 1947 and was followed by The Middle Ages (April 7, 1947); Medieval Life (May 26, 1947); The Glory of Venice (Aug. 4, 1947); The Age of Enlightenment (Sept. 15, 1947); The Edwardians (Nov. 17, 1947); Age of Exploration (March 22, 1948); The Protestant Revolution (June 14, 1948) and 18th Century England (Sept. 13, 1948). Reprints of these articles may be bought from LIFE, Dept. E, 9 Rockefeller Plaza, New York 20 (single copies, 10¢; 25 or more copies, 5¢ each).

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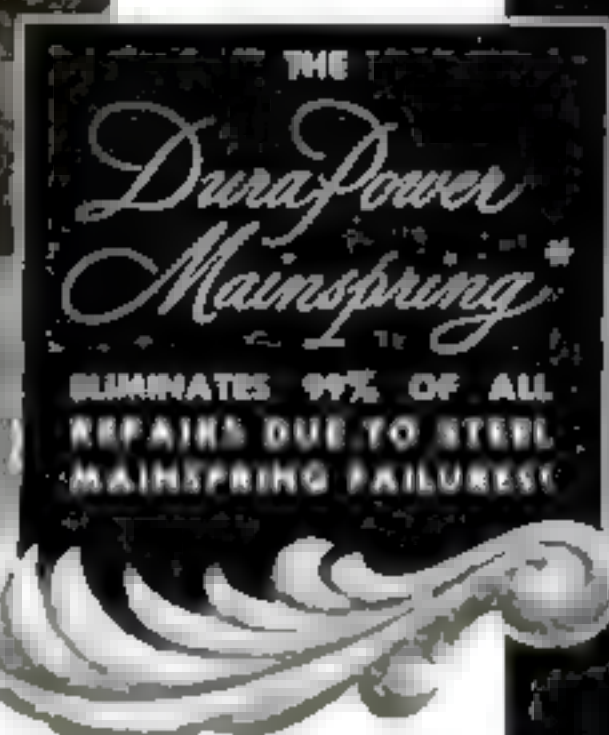
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KING CHRISTIAN, A CHESTNUT GELDING, GLISTENS WITH SWEAT AS HE IS RIDDEN BY OWNER OSCAR F. SMITH IN FIVE-GAITED EVENT

The Horse Show

BLEND OF FASHION AND SPORT OPENS NEW YORK SOCIAL SEASON

From Nov. 2 to Nov. 9, in New York City's Madison Square Garden, well-bred horses and horse-lovers filled the boxes with mink and ermine and the stalls with the scent of saddle soap. The occasion was the 60th National Horse Show, started in the 19th Century to encourage improvement of the breed and honor the best horses of each year.

The best were there. The smart, handsome harness ponies of Mrs. Loula Long Combs won seven events. The Mounties were on display, their horses

as precision-trained as the Rockettes and twice as handsome. But the hit of the show was the Mexican Cavalry team (*pp. 116, 117*), floating over the jumps to win its events with practically no contest from French and Canadian teams. The absence of the U.S. Cavalry team, a victim of mechanization, disappointed the audience and brought promises from the officials that they would try to talk the Army into entering a team next year.

Meanwhile an equally important show went on

in the boxes, where the socialites, as sleek as the horses, seemingly competed against each other in elegance. Although the show was a success both as an exhibition and as the opening of New York's social season, it was far from a huge financial success. Possibly this was just as well. A few of the uninitiated Garden regulars got into the gallery (\$1.50 a seat), with the result that the boxholders (\$5.67 a box) were shocked to hear pretty equestriennes greeted from the rafters by long shrill wolf whistles.



WITH COLORS FLYING ON THEIR LANCES, THE RED-COATED SHOW TEAM OF 32 ROYAL CANADIAN MOUNTED POLICE CHARGES DOWN THE



THE "YARD OF TIN" is horse show's name for the long brass coach horn which Ringmaster Clarence Craven blew to announce each event. At show's end he blew taps.



HARNESS PONIES, supposedly for pleasure driving, are the high-stepping specialty of Mrs. Loula Long Combs (right), the grand old lady of U.S. horse shows. A regular



RING AS FINALE TO ITS 15-MINUTE PRECISION DRILL. THE MOUNTIES, HAND-PICKED FOR THIS TEAM, TRAINED SIX MONTHS FOR THE SHOW



exhibitor for 52 years, she won her first National blue ribbon in 1913, told one of her friends she would "keep on exhibiting as long as they make buggy seats wide enough."



TOP-HATTED OFFICIALS John Wise, Whitney Stone, President Alfred Tuckerman and Secretary Walter Devereux greet Samuel Taylor (left), *The Rider and Driver* publisher.



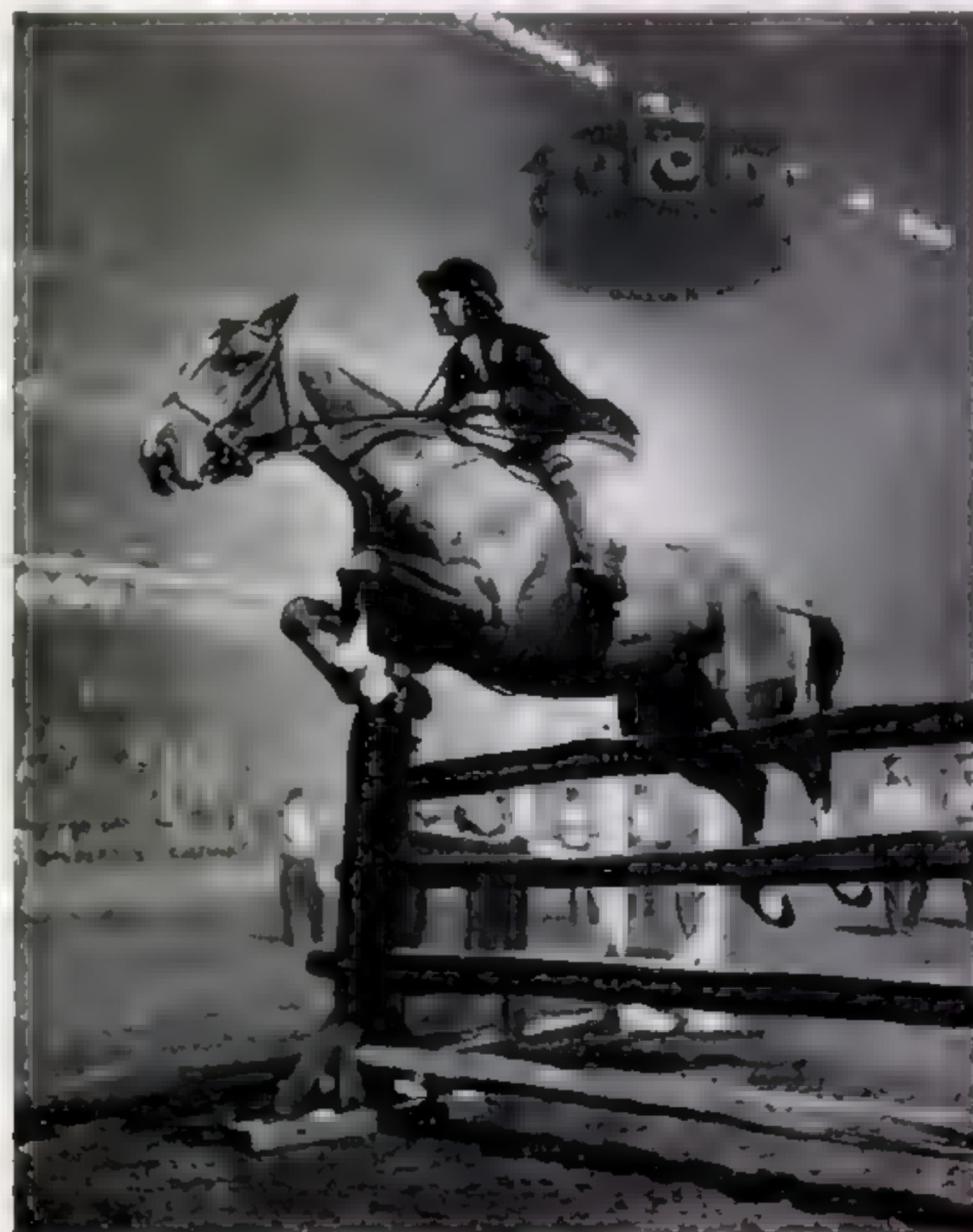
HIND LEGS of Mexican Colonel Humberto Martel's mount are carefully tucked up out of way as horse sweeps gracefully over a jump in the contest for military teams.



CROSS-LEGGED LANDING by the chestnut gelding La Ferte of Major Pierre de Maupou illustrates unevenness of French military jumping team, which placed third.



MEXICAN CAPTAINS Alberto Valdes and Victor M. Saucedo-Carolo take their two mounts over the rail simultaneously in pair jumping competition. They won this event.



VIRGINIA HORSEWOMAN Eve Prime from Warrenton effortlessly takes her 6-year-old hunter Eye-Star, over a 4-foot-rail in a team event. Her team was fourth.



SENSATION OF THE SHOW was Colonel Humberto Mariles (*above*), 1948 Olympic champion. At the Nationals he won the individual championship and led his Mexi-

can army team to victory in 10 of 13 contests, an unprecedented sweep. The world's best horseman. Mariles was born on a ranch, was a seasoned cowboy before he was 13.



Morrie, Frank and Hymie King munch salami as they pore over a script for a new movie



DRESSED LIKE EXTRAS, Frank and Hymie King watch shooting with Director Neumann (right). The brothers love to mix with the boys on the lot.

The King Brothers

Ex-pinball kings move into the big movie money as makers of crude, popular "cheapies"

by ROBERT LEWIN

THE genial, salami-fed brothers on the opposite page are three of the most successful movie producers in Hollywood. You would not learn this fact from reading Hedda Hopper or lunching at Romanoff's or attending a meeting of producers. The King brothers make "cheapies," pictures which are shot in a few weeks on a low budget, little advertised and seldom reviewed by critics. But while Hollywood rings with the anguished cries of moguls like Barney Balaban, president of Paramount ("The producers . . . are losing money and will continue to do so for some time to come"), and Spyros Skouras, president of 20th-Century Fox ("Those not now in the red soon will be in the red"), the Kings have been quietly raking in profits of 100% or 200% on their pictures.

All this is new but not surprising to the brothers. Ten years ago when their name was Kozinsky and the oldest of them was 27, they were known as the pinball kings of Los Angeles. They owned 19,000 assorted pieces of equipment, including jukeboxes. A certain reticence about their financial dealings has always been a characteristic of the brothers, but they admit that in 1938 they had to pay out a handsome \$400,000 in income taxes.

The Kozinskys lived in Boyle Heights, one of the less fashionable quarters in Los Angeles. They had no connection with the glamorous folk of the great film world except when they brushed by them on their frequent visits to the race tracks. They moved into this world, almost accidentally, one day at the races.

At that time a stir was being raised about a device called "soundies." Morry and Frank Kozinsky thought they ought to look into this new gadget, a machine that showed movies while it played a record. It was easy to get their hands on a number of cabinets to project the films, but the films themselves were a problem. One day at the Santa Anita race track they ran into Neil McCarthy, a movie lawyer and friend of some of the big names in Hollywood.

CONTINUED ON NEXT PAGE



WORKING DAY for the King brothers begins with a morning visit to their stockbroker's office in Los Angeles (above). Evening finds them at home with Momma (below). Frank is sleeping, Morry playing cards, Hymie toying with their private slot machine.





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OLD KING HOUSE in Boyle Heights was a ramshackle affair. The derelict jalopy at the curb belongs to a neighbor who has refused to move it for 10 years.

KING BROTHERS CONTINUED

McCarthy said, "I can get you with the best man in the business."

They asked, "Who?"

"DeMille."

"We don't know him," they said, "but if you say he's okay, he's okay with us."

So they went to see Cecil B. DeMille. They were unfavorably impressed by the long lines of people waiting to see him, as well as by his ideas on pictures. He wanted to get Sally Rand to make some films for soundies. Then he proposed some trapeze artists. "Well, you know," says Morry, "you are out with a broad in some bar and you don't want to see any bubble dancer, or no acrobats. You want to relax. You want good music and bands and singers. Maybe Crosby. That was the trouble. DeMille might make big pictures, but for us he didn't have class."

The period of collaboration with DeMille did produce a spectacular exhibition at the Biltmore Hotel, where the different types of soundies were being shown. As Morry tells the story, "They was going to give a prize for the best machine, but you could just show the cabinet. You couldn't play no music, because how could anybody hear with all those machines going? It would have driven them all nuts. So it was just the cabinets. We had a nice cabinet, but when I looked at all the other cabinets from the other companies I seen we don't stand a chance. We're cooked. Right away I knew we had to do something. I call this friend of mine and tell him to bring down the blowups of DeMille so we can have his puss there. But we need something else too."

"Finally I get a brainstorm. If you couldn't have no noise, why not put in earphones? I get an electrician. He puts earphones in all over the cabinet, about 25 sets. Then I get on the phone and round up a bunch of the most beautiful models in Hollywood. Put beautiful dresses on them. You know, short skirts, down to here, and big bosoms sticking out. They looked terrific."

"Pretty soon the guys start coming around. Then, when they get over, the broad reaches around his neck and slips the earphones on him. In a few minutes there ain't nobody at no other booth but mine. All the rest of them are empty. So the judges give us the prize. We take orders for hundreds of machines. And, we win a cup."

"If he can do it, we can do it"

THE cup was the only material reward the brothers got out of this venture. They soon had to write off soundies as a bad job and pay back the deposits on the machines. But they were still brooding over DeMille and the long lines of frustrated visitors. "If he can do it," they said, "we can do it, and do it better." They decided to make their own pictures.

They found a movie lot which wanted to look busier to impress the bankers. It was happy to lend them an empty office. The Kings hustled right in and announced that they were producers.

They knew absolutely nothing about the business, but they were no fly-by-night operators. They started to learn movies from the bottom up. From the very beginning they marked their difference from the general run of producers by going out and working on the lot. To this day they have only one office for the three of them, and at all hours of the day they are out among the cameramen and the "grips" and the extras, learning how things are done, lending a hand when it is needed.

They began operations with an engaging simplicity. The first thing they needed was a script, and for that they needed a writer. They met one through a common interest in horseflesh. His name



NEW KING HOUSE in Beverly Hills has 10 rooms, three servants and three snappy new cars. The bedspreads are symbolically embroidered with crowns

was Martin Mooney, and he agreed to write them a screenplay called *Paper Bullets*.

Their first actor was discovered at the race track. Morry was putting some money on a horse one day when he recognized Jack LaRue, who used to be a big name in gangster pictures. LaRue was betting with \$10 bills.

"How would you like to be betting \$100 bills?" asked Morry.

"Yeah," said LaRue.

"You're in my picture," said Morry.

Then they began casting in earnest. They say that Rochelle Hudson came in with her husband and two agents, and they didn't like that because it reminded them of DeMille, so they turned her down. Then a girl named Joan Woodbury came in, and Morry asked her to wait while he got another chair for the bare office. She said, "Hell no," and sat on the floor. Then he knew she was a trouper, and he signed her up.

Also in the movie was a young blond actor named Alan Ladd, and the brothers claim they paid him \$66 for his week's work, which was all the time it took to make the picture; they also say they were the first to cast him in the tough roles that were to make him famous. Ladd says he was offered \$150 for the job (a rate considerably less than his current earnings of a good \$200,000 a year).

With story and cast ready the brothers had nothing left to do but hire some technicians and get out among the rambling frame buildings on the lot and make their picture. Inside of three weeks their first awkward creation had been photographed and edited and was ready to present to the public.

Paper Bullets cost less than \$20,000. By any standards it is a frightful picture, but it has made about \$110,000 and is still collecting money in darkest England with the billing, "Alan Ladd in *Gangs, Inc.*"

Steve Broidy, president of Monogram Pictures Corp., a small studio which does not manufacture cultural landmarks, saw *Paper Bullets* and was impressed by it. He offered to make a deal with the brothers whereby they would become resident producers on the Monogram lot. But he told them they ought to change their name first: the picture credit list was so cluttered up with names ending in Kozinsky that he couldn't stand it. The boys were willing. They changed their name, professionally, to King, and when they moved into their new offices they put royal crowns on their ash trays, their shirts and their bathroom door.

From then on they were wholly in the movie game. The Los Angeles City Council wiped out their previous principal source of livelihood by outlawing pinball machines in December 1940. But they were going to make more in motion pictures.

At first they tended to carry some of the mores of their old profession into the new. "They were a big headache," says Steve Broidy. "They got everybody upset because they acted like they owned the place. I expected to come down to the studio any morning and find the name changed to King Brothers, Inc. When they first came to work here, they didn't know anything about organization. They didn't even know how to speak to a guy on the phone. If someone said or did something they wanted to go out and punch his nose. I have to watch them like a hawk."

When it comes to making money, the Kings can look out for themselves. Between 1940 and April 1945 they made nine pictures with titles like *I Escaped from the Gestapo*, *Johnny Doesn't Live Here Any More*, *When Strangers Marry* and *Dillinger*. They were all made in 16 days or less, and only one of them cost more than a quarter of a million dollars, whereas a standard A picture today costs well over a million. Not one of them lost money; in fact *Dillinger* earned five dollars for every dollar spent on it. The Kings kept budget costs

CONTINUED ON NEXT PAGE



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SUNDAY BREAKFAST finds boys with Momma dividing their attention between food and an issue of *Racing Form*. The brothers are great gamblers.

KING BROTHERS CONTINUED

low by many devices; not the least was their willingness to act as their own stunt men, leaping out of speeding cars and crashing them over cliffs.

These movies are what Hollywood calls "cheapies," that is, pictures put together in a hurry, according to the stalest standard formulas, with no famous stars, no expensive props or settings, no high-priced technicians; pictures that get no rave notices from the critics, are not recommended by civic groups. But they play week in and week out, on double bills, in small theaters, out in the sticks and the suburbs, and they make money, which is more than can be said of everything turned out by Louis B. Mayer.

They really like movies

THERE are some things to set off the King brothers from other manufacturers of cheapies. For one thing, they really like movies. They have always wanted to put on the screen the kind of life they lived in their youth—rough and dirty, on the other side of the tracks. For another, they still think of themselves as beginners at the game, and they will listen to anyone's advice. When a King Brothers picture is in the making people all over town, from the highest producer to smalltime press agents, are apt to get phone calls from one of the brothers more or less slyly putting various questions: What do you think of this story? What would you do if such and such a problem came up?

Bigtime screen writers and directors like to work for the Kings because there is less interference with them than in almost any other Hollywood lot. Philip Yordan, a big money-making writer and author of the stage hit *Anna Lucasta*, has worked for them and says, "They have a way of surrounding themselves with good people, and it makes working pleasant. They worship a guy with a name, no matter if he's a success or a has-been. They have a lot of guys like this on their payroll, guys who hit the skids and who couldn't get jobs any other place now. These guys have a good home with the boys, and they can use their own ideas. They feel like men again."

Morry, the eldest brother, now 37, is the promoter, idea-man and spark plug. He is short and stocky, and looks and talks like a prizefighter. He has a wonderful eye for a good story, and an even better one for publicity. When they were kids, he gave up his own chance for an education so the others could get one. His treatment of the English language is highly personal. A typical expression of admiration from Morry would be, "Jeez, that girl has the most beautiful building you ever saw."

Frank is the second brother. He is 34 years old and weighs 248 pounds. He is quiet and slow-moving, and he acts as a brake on Morry's more tempestuous ideas. He handles the business dealings and is generally considered the brains of the trio.

Hymie is 32, quiet and self-effacing. His brothers call him "a sweet kid." A friend describes him as "the schmoozer, the contact guy. You walk into their office and in four minutes Hymie's got his arm around your shoulder and he's giving you a good tip in the seventh at Hollywood Park. The other brothers send Hymie on the road. He brings back the poop from the small towns, and tells them what

CONTINUED ON PAGE 124



The most popular appetizer wine is amber-colored Sherry. Noted for its nutlike flavor, California Sherry is ideal to serve with light refreshments any time

Bring out the wines America likes best

...the WINES of California

THE FRIENDLY, MELLOW WINES OF THE SUNNY CALIFORNIA VINEYARDS ARE CHOSEN FOR GOOD TASTE BY SEVEN OUT OF EIGHT FAMILIES WHO SERVE WINE TODAY

THE CUSTOM is ages old—to set a glass of bright, fragrant wine beside each plate at Thanksgiving. Try it and you'll find why the custom lives on. You'll find that along with the goodness wine adds to eating comes an extra touch of friendliness—the warmth of heart you want at your holiday table.

What wines will your guests like best? A good guide to follow is this: Seven out of eight American families who serve wine choose California wines.

It's a choice of good taste. For California's soils

and climate are unmatched for wine-growing in all the world. Zinfandel, Carignane, Semillon, Pulumino—over 125 great wine-grape varieties—find here a perfect place to grow to full flavor each year.

The pure juices of these grapes, matured and mellowed during past years, are the California wines now featured wherever wine is sold. You can enjoy them often . . . prices today are low. Wine Advisory Board, 717 Market St., San Francisco suggests you write for the booklet "Easy Entertaining with Wine."

With turkey, you can serve proudly either red wine like California Burgundy or white wine like California Sauterne. (To offer your guests a choice is an added touch of hospitality—and practical, too, at today's low prices.) Another tip: Baste turkey with $\frac{3}{4}$ cup Burgundy or Sauterne mixed with $\frac{1}{4}$ cup oil or melted butter—and discover what flavor it gives!



THEY COST SO LITTLE

The wine you like best is the right wine to serve. You'll find California Sherry tastes wonderful with appetizers. Red wines like Burgundy and Claret are grand with red meats. White wines like Sauterne and Chablis do most for lighter meats or fish



...AND ADD SO MUCH



So easy to serve Wine: Wine has the same good taste from any glass. Even a water tumbler is "correct." You fill glasses right from the bottle. After you open the bottle, Sherry and Port keep almost indefinitely. And table wines like Burgundy, Claret or Sauterne will keep in your refrigerator



Everybody loves these

Brownies!

now It's so quick, easy, inexpensive—to bake these delicious, chocolate flavored, fudge-cake squares

just add water

PY-O-MY Brownie Mix

NEW! NOTHING ELSE LIKE IT!

Just add water (and nuts if desired). One package makes 24 or more melt-in-your-mouth brownies.



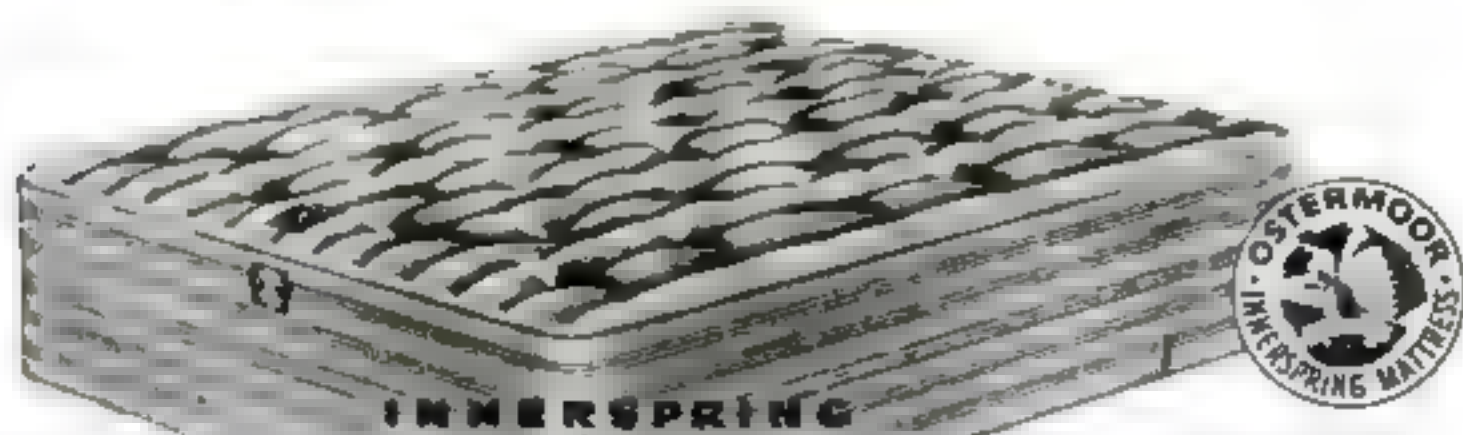
To grocers: If you can't get PY-O-MY Mixes from your wholesaler, please write us his name.
Kitchen Art Foods, Inc., 226 W. Ontario St., Chicago 10

Perfect results too from: PY-O-MY
Yeast rising Coffee Cake Mix,
Pecan Mix, Cookie Mix, Hot Fudge Mix,
Cake Frosting and Fudge Mix.



*if it's Sleeping
you are missing!*

It's time to turn to Ostermoor for glorious, buoyant, relaxing comfort. Spine soothing rest all night long...Full Innerspring construction.



OSTERMOOR

AMERICA'S QUALITY MATTRESS FOR NEARLY 100 YEARS

STAND UP

to CLEAN and WAX floors
with the
BRUCE DOOZIT
and wax-rich
BRUCE FLOOR CLEANER

Remember!
THERE'S *Cheese*
FOR EVERY TASTE!

AMERICAN DAIRY ASSOCIATION
Chicago 6, Illinois



BROTHERS GRIN HAPPILY over posters advertising all their fans and bags marked with alleged total costs (top figure) and the net receipts of each.

KING BROTHERS CONTINUED

the exhibitors like and what they don't like. Hymie doesn't work very hard. He got on the bandwagon after it was rolling, and he sits on the back of it swinging his legs and sneaking winks at women."

All the brothers are bachelors and live at home with Momma, a shrewd and quietly domineering lady whom they consult daily about horse racing, the stock market and their new picture. Her favorite son is Morry: "Such a worker. He doesn't know what easy means. All his life he done for me, and for the boys. He made them what they are." She refers to Frank as "the fat one" and keeps asking Steve Broidy to date him up with a girl. About Hymie she says, "Sure, he's lazy. But why not? When Hymie was ready to go to work all the money was made." About all of them she says, "Everything they make they give me, tell me not to worry. Then they come to borrow 15¢ for a soda. Where you find kids like that today?"

The boys feel the same about Momma. "She's a good sport. We could be driving a car 70, 80 miles an hour and she wouldn't say nothing. If we went broke tomorrow it wouldn't make no difference to Momma. She's a gambler, and a good one."

The brothers have kept only one secret in their lives from Momma, and that is the amount of money they lost in the stock-market crash in 1929.

In 1929 the oldest of the brothers was 18, but the amount they lost in the crash is vaguely described as a "fortune." Where did it come from? Not much precise information is available on this subject.

"I was interviewed by Capone"


THE Kings are the sons of immigrant parents and spent their early years in a tenement on East 10th Street in New York. After a few years in Chicago the family moved to California because "the oranges was blooming in the streets" and settled in San Bernardino, later in Boyle Heights.

Morry and Frank got their start selling newspapers on a Los Angeles street corner. They worked it up from 60 papers a day to 2,500. Many of their customers were in the Union Bank & Trust Co. Morry used to boast that some day he would own the bank and have a desk 50 times as big as the guy that owned it. This almost came true: recently they sold out a huge holding of Union Bank & Trust stock because "it wasn't active enough."

From newspapers Morry graduated into peddling booze. By the time he was 14 he had made enough money to pay \$60,000 for the construction of a warehouse. When he was 15, he owned several apartment houses.

After they were wiped out by the crash, they started again with a candy and tobacco business on a \$250 loan. Then came the pin-ball period, about which very little information has been divulged.

CONTINUED ON PAGE 126



Who is she?

This lovely woman whose skin glows with young beauty?
It can be you...if you've discovered the DUBARRY BEAUTY RITUAL
for your skin type. A luxurious beauty routine...so effortless,
it takes only minutes to perform every morning and night.

It begins when you open your new, compact DUBARRY BEAUTY
RITUAL KIT containing the basic DUBARRY BEAUTY PREPARATIONS
recommended for your skin, DUBARRY CLEANSING CREAM
that softens as it seeks out imperceptible dirt and grime.
SKIN FRESHENER that braces...tingles your skin alive. Delicate,
day-long FOUNDATION LOTION to shield your skin from
the elements; super-rich cream to soften and work
wonders while you sleep. Make the DUBARRY BEAUTY
RITUAL a daily habit and yours will be the kind
of beauty that makes men whisper, "Who Is She?"

*"Who Is She?" Fashion model and television charmer,
Betty Bridges keeps her beauty fresh by faithfully
following the DuBarry Beauty Ritual at home
and at the Richard Hudnut Salon on Fifth Avenue.
So can you, wherever you live! Ask the authorized
DuBarry dealer in your community for the
DuBarry Beauty Ritual Kit for your skin type.
\$1.50 plus tax.*



DuBarry

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Richard Hudnut
New York • Paris

THE PERFECT Christmas Gift! WATCHES

For Men from 6 to 60!

At these amazingly low prices it's possible to give the gift that every man and boy will thrill to. A Chronograph or Sports Watch!

FREE! Prepaid orders will be gift-wrapped and AIR MAILED to any point in the U. S. without charge.

- GENUINE SWISS MADE
- RADIUM NIGHT DIALS
- FULL SWEEP SECOND HAND
- CHROME CASE
- UNBREAKABLE CRYSTAL
- GENUINE LEATHER STRAP

ACTUAL SIZE PHOTOGRAPHS

TWO PUSH BUTTON STOP WATCH



• rugged
• dependable

The
CHRONOGRAPH \$10⁹⁵

Precision made for scientific accuracy. Measures distance, speed of cars, airplanes, race horses, etc. Ideal for sports use or dress.



• accurate
• precision made

The
SPORTSMAN \$6⁹⁵

The ideal watch for day in, day out use. Rugged and dependable. Bu it to give accurate time all the time.

GUARANTEE!

These precision built watches carry a one year written guarantee against defects in material or workmanship.

Send No Money!

WE SHIP C.O.D. Or send cash, check or money order, save postage and C.O.D. charges. If not completely satisfied, return watch in 10 days for full refund. **IN U.S.A. ONLY** *Plus Fed. Tax

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_____ Chronographs @ \$10.95 plus \$1.10 Fed. Tax.
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A GOOD MAN WITH THE DICE, Hymie shoots craps with a group of bit players and horse handlers on the wild West set used for *The Dude Goes West*

KING BROTHERS CONTINUED

Some light is cast by an incident that occurred during the filming of one of their recent pictures: Frank was watching the shooting of a scene in which a lone wolf gangster is being interviewed by an organized gang anxious to take over his territory. He strode up and made the actors stop. "This scene isn't going right," he said, "I'll show you how. I know. I was interviewed by Capone once."

Frank sums up the change in their condition this way: "You know those guys at the May Company, and all the other big department stores, and the big jewelers and the bankers? In the gambling trade they're called suckers. They don't know how to gamble, but they have it coming in regular every week, and they don't have to worry. They don't have to hustle. They quit at 5 and come home every night to a quiet house. That's the kind of sucker I want to be."

In the process of growing into suckers, the Kings seem to be growing out of the cheapie class where they have made their mark so far. Their last three pictures, produced by Allied Artists, the classy division of Monogram Pictures Corp., have cost between half a million and a million dollars apiece.

The most promising of them is a mock western called *The Dude Goes West*, with Eddie Albert. It is supposed to be a take-off on the traditional horse opera, though there is a story in Hollywood that at least one of the brothers thought it was serious until he heard the preview audience laughing.

No one can say how classy they will eventually get. "We ain't going to stop," says Morry, "until we get an Oscar. We'll show that guy DeMille if it takes 50 years."



BASE OF THE DESK in the office where the Kings do business shows scars made by dice in the crap games with which the boys supplement their incomes.

FOR THE 1 MAN IN 7 WHO SHAVES DAILY

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A SPECIAL PREPARATION
FOR SHAVING

★
NO BRUSH

Modern life demands at least 1 man in 7 shave every day—yet daily shaving often causes razor scrape, irritation. To help men solve this problem, we perfected Glider, a rich soothing cream.

Glider protects your face while you shave. It enables the razor's sharp edge to glide over your skin, cutting whiskers close and clean without scraping or irritating. It's quick and easy to use. It needs no brush—and it's not sticky or greasy.

TRY A TUBE AT OUR EXPENSE

Get Glider at your regular dealer's. Or send us your name and address—and we'll mail you a guest-size tube, enough for three full weeks, free. The J. B. Williams Co., Dept. LG-16, Glastonbury, Connecticut, U. S. A. (Canada: Ville La Salle, Que.) Offer good in U. S. A. and Canada only.

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PRESIDENT

An album of Smoking Pleasure in either package!



AGED for years in oaken casks...
Full of richness...yet smooth
and gentle. 15¢



A mixture of rare tobacco from
an old "Recipe"...Full-bodied
and nut-sweet. 25¢

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OBVIOUSLY...A LEADER



GREAT LEADERS ARE MEN WHO PLAN BEYOND TOMORROW

Seagram's V.O.

CANADIAN WHISKY—A BLEND...OF RARE SELECTED WHISKIES

This Whisky is Six Years Old—86.8 Proof. Seagram-Distillers Corporation, N. Y.

Look ahead!

Please her with
a PROCTOR...

Gift perfect! To
thrill her Christmas
morning. To please
her afterward.

Plan now. Give her a
Proctor iron and a
Proctor toaster. No other
electric appliances are
so welcome.

Look! A magic
touch here and the
iron lifts itself!

It's the amazing Proctor
Never Lift Iron! It lifts
itself—saves 2½ tons
lifting per ironing day,
makes sit-down ironing
possible—Rayon-safe!

Fair Trade Price
Fed. Tax Incl. **\$14.95**

A magic touch here
brings it down to
iron. No tilting.

See Proctor's new
Automatic Pop-Up
Toaster. Beautiful!
Easy to clean. Easy-
slide crumb tray.

Fair Trade Price
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Yes, it makes perfect
toast, thanks to the
silent Color Guard—
a Proctor exclusive.

The only toaster
to pass the Color
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slice can be re-toasted
without burning.

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easily at low cost.

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Here's the Proctor
Champion, a great
"speed iron" that's
"rayon-safe," thanks to
accurate, even heat
Rayon Safety Signal.

Fair Trade Price
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Here's the Proctor
Guardian. With basic
quality features
"rayon safe."

Fair Trade Price
Fed. Tax Incl. **\$9.95**

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EIGHT ISLANDS WITH THREE PUMPS EACH LINE GILMORE'S SELF-SERVICE GAS STATION NEAR LOS ANGELES. ONE GIRL MAKES CHANGE FOR EVERY TWO ISLANDS

"GAS-A-TERIAS"

Self-served gasoline saves nickel
a gallon for California drivers

Last week some 15 Southern California entrepreneurs listened to the profitable clicking of their gasoline pumps, congratulated themselves warmly. The self-service gas station, California's newest contribution to the drive-in way of life, was a smashing success.

Barely a year old, the "gas-a-teria," as it has come to be known, is booming because the public has enthusiastically accepted the savings in money (3¢ on a gallon of gasoline or quart of oil) and time

(average self-service stop takes about 90 seconds) which gas-a-terias make possible. Motorist drives into the station, usually four times the regular size (*above*), pumps his own gas, pours his own oil and checks his own tires. Young ladies, sometimes on roller skates, inspect the amounts registered on the pumps and make change. Occasionally they have problems (*next page*) but they are nothing compared to those of regular gas station owners, some of whose sales gas-a-terias have decreased by 35%.

*The Concocting Formula
For a Perfect Dinner*

Arrow

CREME DE MENTHE



Excellent for F-20361

JUDGE ARROW

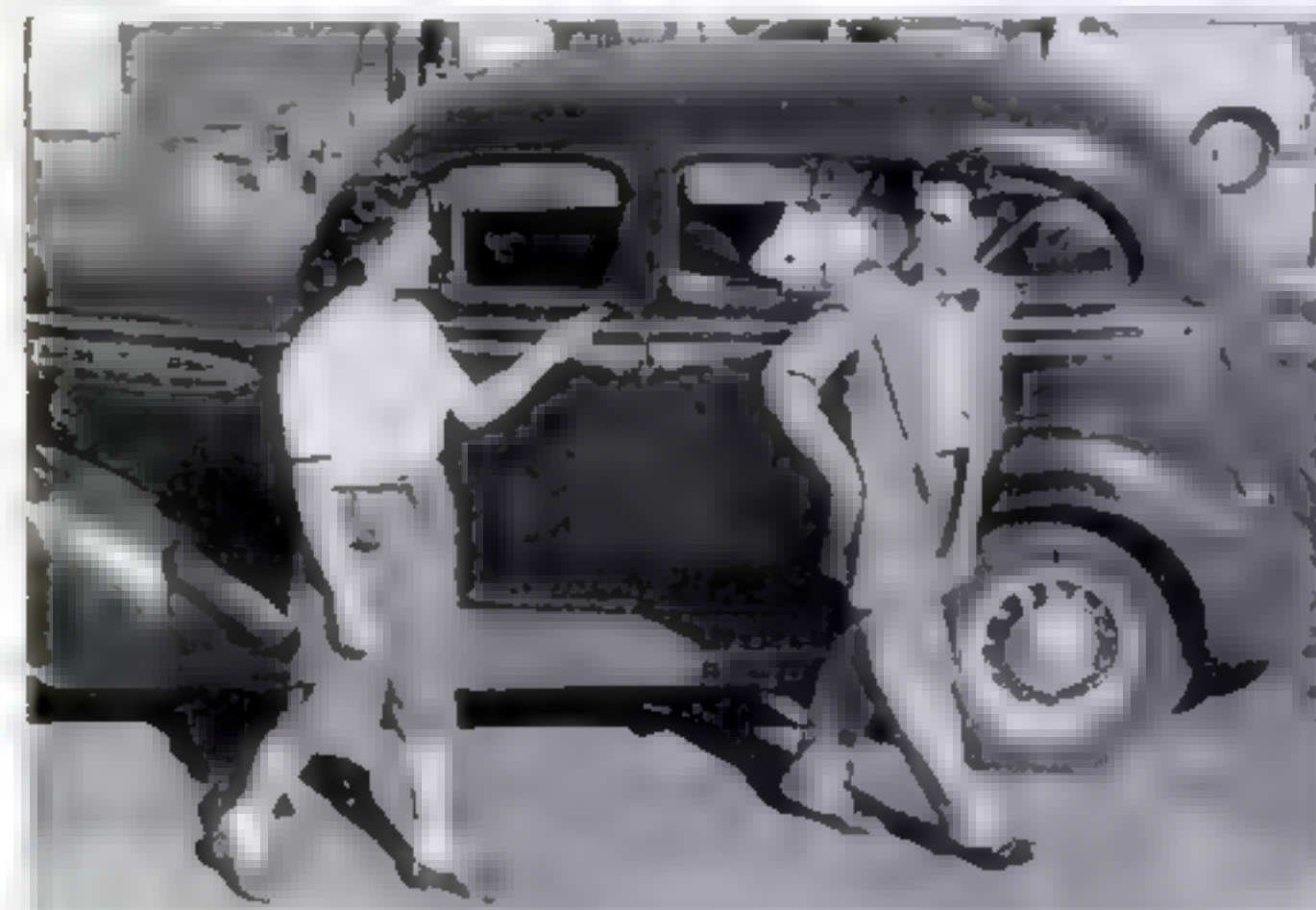
**AMERICA'S BIGGEST
TALKING LIQUORS**



Gas-a-terias CONTINUED



CHANGE-MAKER is a goodwill builder, chatting with customers but also helping to speed them on their way, since gas-a-terias depend on fast turnover.



SMOKERS must be warned to extinguish cigarettes before pumping gas. Manager in the control tower also watches for smokers, warns girls on intercom.



BEGINNERS occasionally have trouble with gas hose despite simplified nozzle and need help. Girls mop up spilled gas immediately to diminish fire hazard.

CONTINUED ON PAGE 132

Dependable CHAMPION

America's Favorite Spark Plug



BEHIND THAT FENCE might be a football game, a tennis match, a car race, or track meet. Actually, it's a construction job which has an irresistible fascination for the average citizen. Modern industrial construction machinery, power shovels, bulldozers, graders, concrete mixing trucks, mobile cranes and self-powered paving machines are fascinating to watch because they are such marvels of efficiency. Most of them are powered by gas engines, and here, as in cars, trucks, and tractors, Champion, America's Favorite Spark Plug, is also the overwhelming favorite because of outstanding dependability.

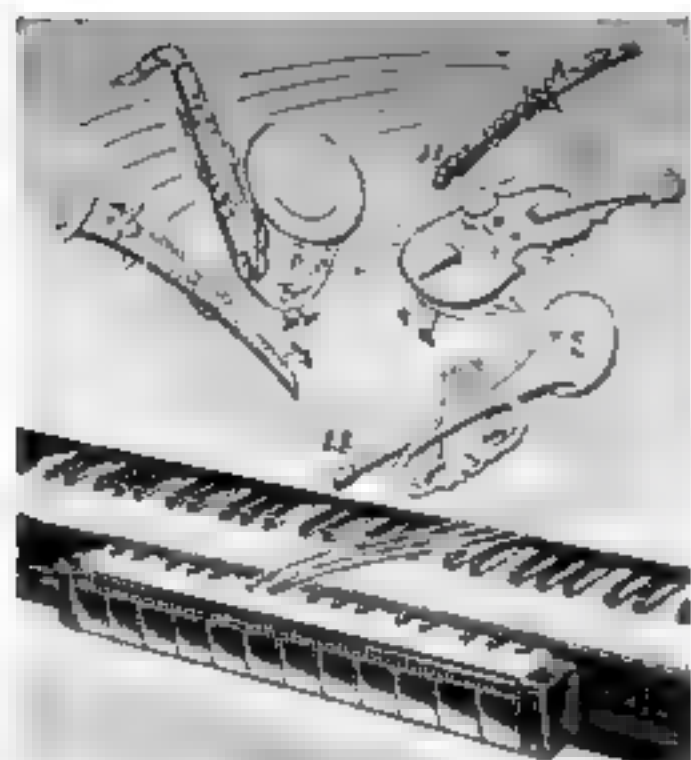
FOLLOW THE EXPERTS

DEMAND NEW DEPENDABLE CHAMPIONS
FOR YOUR CAR



Listen to the CHAMPION ROLL CALL . . . Harry Wismer's fast sportscast every Friday night, over the ABC network . . . CHAMPION SPARK PLUG COMPANY, TOLEDO 1, OHIO

Add a new kind of fun
to your piano!



Learn how you may play the Solovox
at home for 3 days
ABSOLUTELY FREE!

Think of the fun of playing trumpet solos, sax solos, violin, clarinet, and cello solos—at the same time you play the piano!

Now you can do it! It's easy with the Solovox added to your piano. The Solovox adds a second keyboard on which you can play dozens of different instrumental solo effects to piano accompaniment.

It doesn't matter whether you're an accomplished piano player, or a very ordinary one. The Solovox makes all your music sound wonderful!

Just plug the Solovox into any electric outlet. It can be added to or removed from any piano in seconds. Cannot mar the finish.



Try it in your own home for 3 days—FREE!

Don't take our word for it. Your dealer will be glad to tell you how you may play the Solovox for 3 full days in your own home absolutely free, without any obligation whatsoever. Just mail the coupon for the free illustrated booklet and all details on the sensational Solovox.* Do it today!

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*T.M. Reg. U.S. Pat. Off. Copyright, 1948

11

Gas-a-terias CONTINUED



FINDING THE BATTERY for a customer can take a girl right out of her shoes. The average gas-a-teria sells from 100,000 to 300,000 gallons a month.



WATER AND AIR are available at a special island. All the equipment plus the huge pavement required for a self-service station costs around \$75,000.



CHANGE-MAKERS' PASTIMES in slack moments make oldtime grease monkeys squirm. Slack times are few. Gilmore station averages 75 cars an hour.

"B.V.D." ROGUE

The **sport shirt** that
goes double for you!



Wear it in, like a shirt, or out of your trousers, like a jacket! Here's the perfect casual-wear sport shirt—B.V.D.'s Rogue in smooth, soft, solid-color gabardine. Slips on over-the-head. No fuss—no bother—no buttons! Tailored for roomy, relaxing comfort. \$5 and \$5.50.

B.V.D.

BRAND

MADE IN U.S.A.

"Next to myself I like 'B.V.D.' best!"

MADE FROM
Imported
BRIAR

Weber offers you genuine imported briars, with unmatched sweet smoking quality, outstanding fine grains, modern designs \$3.50 to \$10... at leading tobacconists.

\$5

GOLDEN WALNUT

WRITE FOR FREE ILLUSTRATED BOOKLET, "Facts About Imported Briar Pipes."

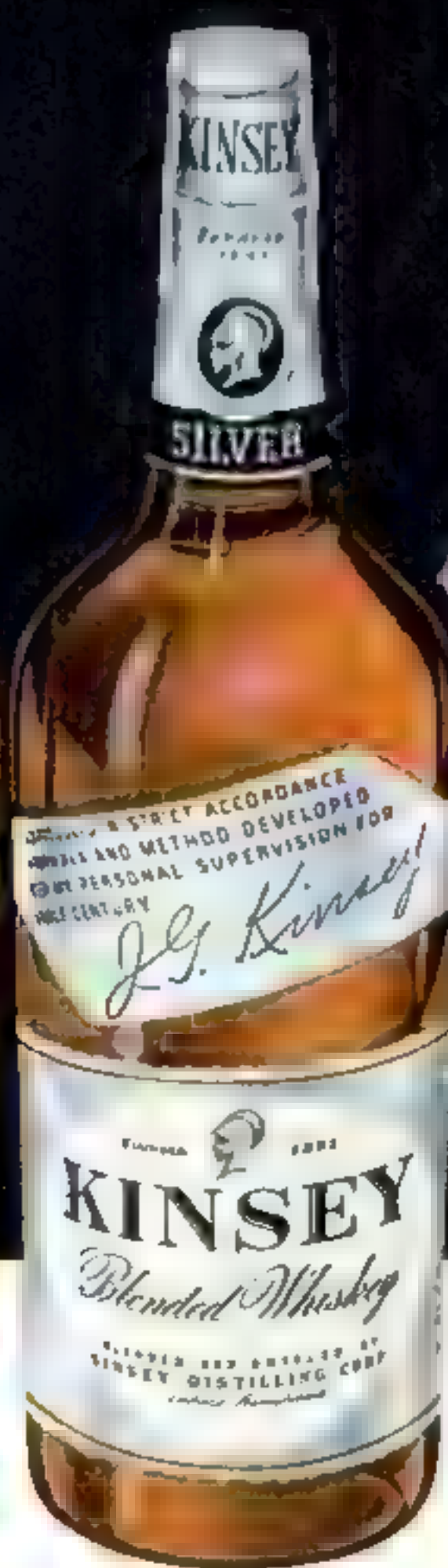
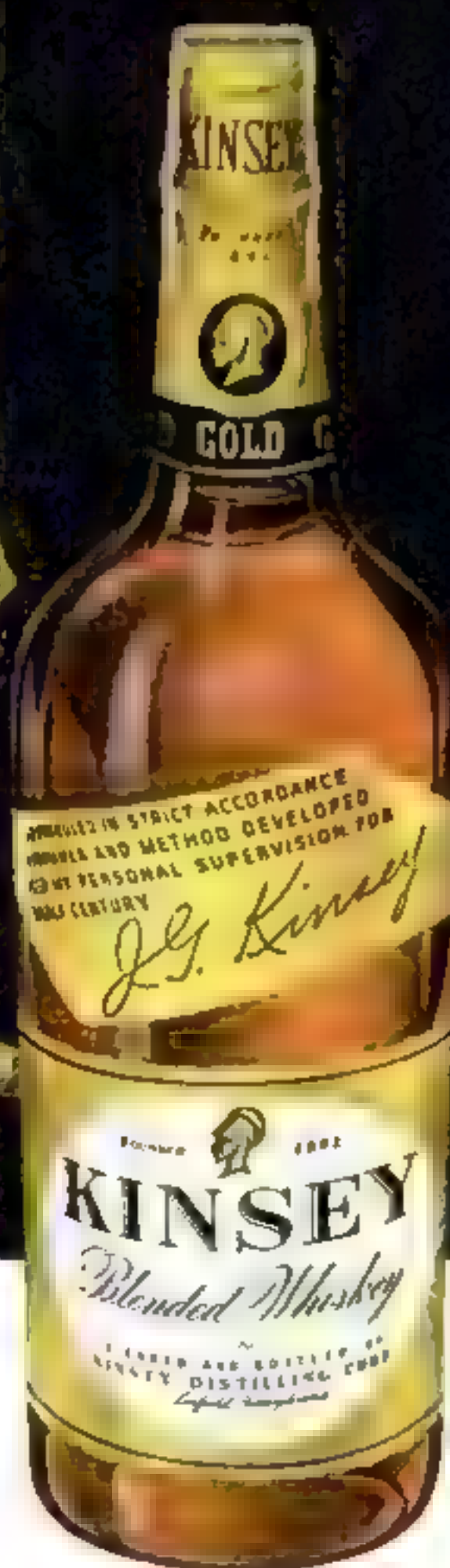
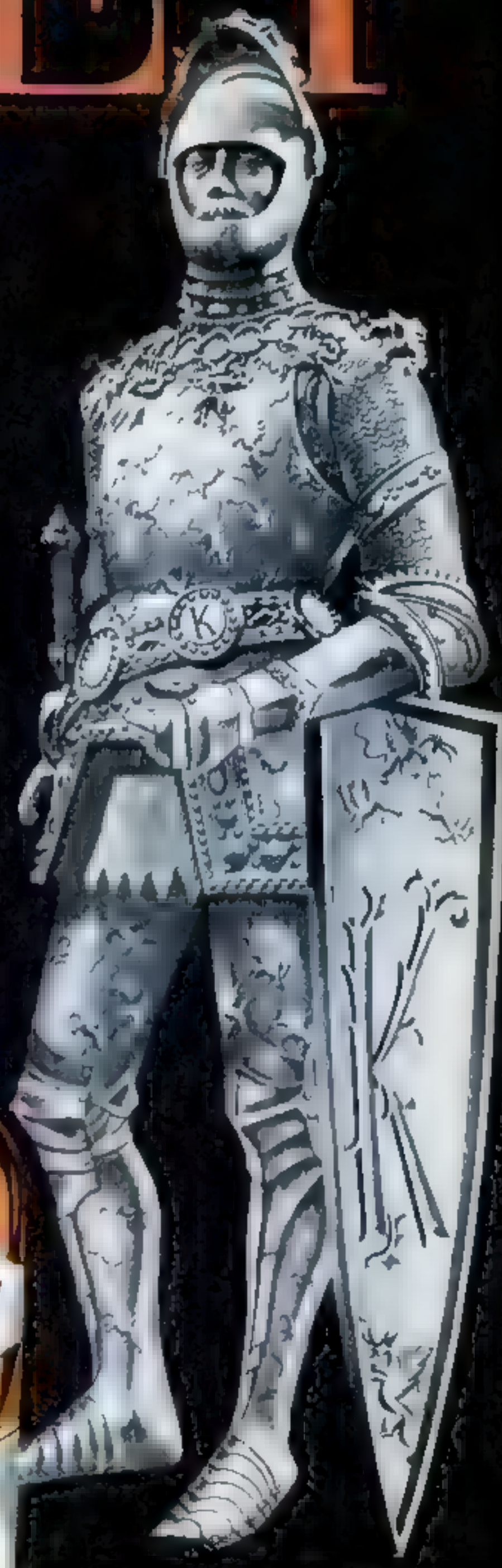


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That Noble, *Noble* Flavor!

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*because
it's
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KINSEY "GOLD"

Rich, full bodied... a truly luxury whiskey. You'll find it exceptionally smooth and satisfying. Try this superb blend tonight.

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Light mellow... a wonderful value! Ideal for mixed drinks because it retains its delicious, distinctive taste always!

Choice Blended Whiskies. Gold Label: 86.8 Proof. 65% Grain Neutral Spirits. Silver Label: 86.8 Proof. 72 1/4% Grain Neutral Spirits. Kinsey Distilling Corp., Linfield, Pa.

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World's Largest Family of Nationally Distributed Finer Foods

You know five hundred foods and more,
By MONARCH, are in nearby store;
And there, you're very sure to find
A catsup of the better kind,

Made from tomatoes, ripe and red,
(It's grand on beans, or meat, or bread)
And, if you are inquisitive,
We never add preservative;

Just sugar, vinegar and spice
And salt and onions make it nice.
Just read the label and you'll see
That MONARCH's pure as it can be.

You'll find it wondrous rich and clean;
That's why its flavor is supreme.
It gives to food a tasty zest,
Because it's MONARCH brand—the BEST!



REID MURDOCH, Division of Consolidated Grocers Corp., Chicago, Ill.



MEMBERS OF THE UNFINISHED CHURCH IN WHEATFIELD, IND., LACKING PEWS, STAND TO SING, LED BY THE PREACHER WHO BUILT THE CHURCH ALL BY HIMSELF

CHURCH BUILDER

A country minister works by hand to put up the place he preaches in

If he works fast enough the Rev. Charles Morse, who stands above leading his congregation in song, expects by winter to have the walls of his church all up, its roof tight and his parishioners able to sing in comfort. For Morse is building his church with his own hands. Three years ago, having already built 10 churches, he started work on the new Baptist church at Wheatfield, Ind. Almost all by himself, he quarried stone, cut lumber, mixed mortar and put the church together (pp. 136, 138).

The Rev. Mr. Morse learned to build things as a college student when he worked as a carpenter. After he became an ordained minister of the Northern Baptist Convention he found that if he had a church he could get a congregation. So he became a church builder. Now 70, he has brought some innovations to church architecture. Instead of steps his church has a ramp at the door. This makes it easier for Morse to hoist his stones up his walls and will also, he hopes, lighten the load of pallbearers.

Never neglect a finger cut

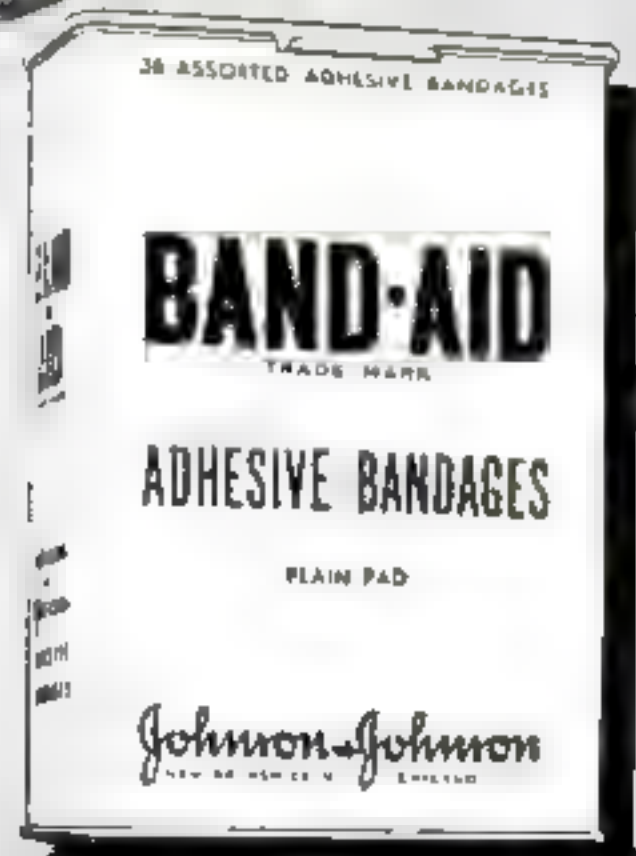


The tiniest injury can become infected. Never take a chance!

Always use BAND-AID,* the adhesive bandage that always comes to you individually wrapped, 100% sterile

Caution: Not all adhesive bandages are BAND-AID. Only Johnson & Johnson makes BAND-AID. And only BAND-AID brings you Johnson & Johnson dependability.

6 to 1 choice in
doctors'
recommendations



*BAND-AID is the Reg. Trade-mark of Johnson & Johnson for its adhesive bandage.

Church Builder CONTINUED



STONES FOR CHURCH are gathered by the Rev. Mr. Morse, who breaks large rock into pieces which are small enough for him to carry to church. He brought one white stone from his own farm 250 miles away to put in his church.



LUMBER is sawed by Morse from the trees of a wood lot which belongs to one of his parishioners. The oak logs which were contributed by a member of his congregation were used by Morse to make a firm floor for his new church.



MORTAR is wheeled up scaffolding by Morse, who does his own masonry. For heavier hauling jobs church members lent him a truck and also gave him some old clothes which he immediately sold in order to buy hardware for the church.

STUFFY NOSTRILS ?

Quick relief with
MENTHOLATUM



• Don't let clogged-up nostrils keep you gasping for breath—get *Mentholatum*. Your head starts to clear in a hurry as *Mentholatum*'s famous combination of menthol, camphor and other fast-acting ingredients helps thin out thick mucus, lessen congestion and swelling, soothe inflamed membranes. Soon you can breathe again in comfort. 35¢ and 75¢.

MENTHOLATUM

When you
Take a Trip
take heed



Take
TUMS

To travel in comfort, travel with Tums! Then, if strange food, fast eating, smoking or hurry brings on acid indigestion, slip Tums in your mouth. Almost instantly Tums neutralize the excess acid you feel better fast! No baking soda (bicarbonate) in Tums. No danger of overalkalizing! No acid rebound! Get Tums today.

Night and day, at home or away, always carry TUMS FOR THE TUMMY!



To feel better, try one or two TUMS after breakfast.

QUICK RELIEF FOR ACID INDIGESTION

(N) TUMS are antacid, not a laxative. For a laxative, use mild, dependable, all-vegetable NE Tablets (Nature's Remedy). Get a 25-cent box today.

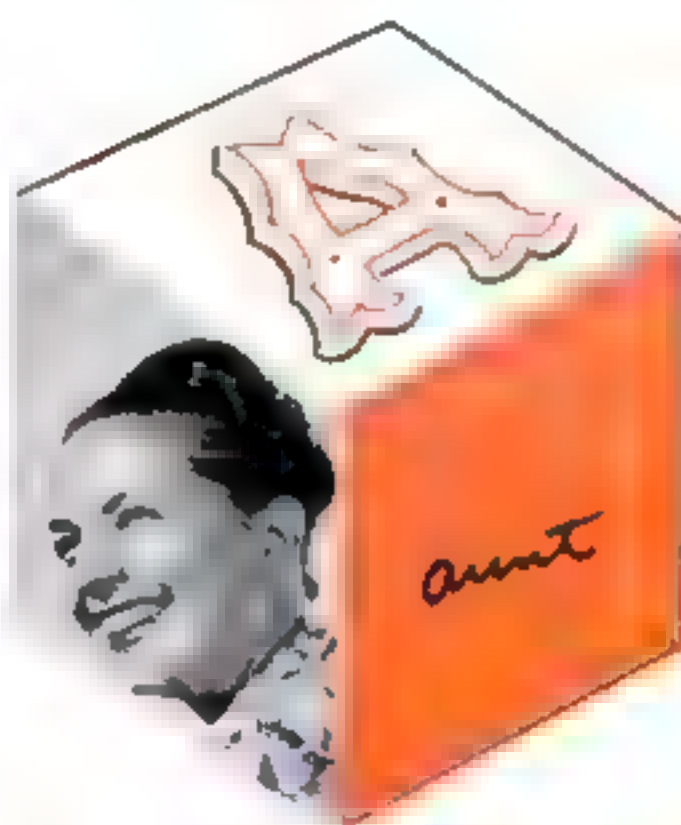
CONTINUED ON PAGE 121



the perfect present for Christmas

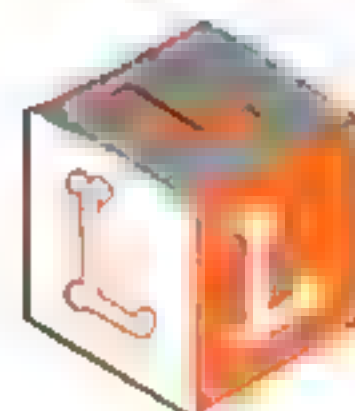
For young friends and old—and for ages in between—LIFE is the Christmas present that spells fun and excitement all year 'round. Make LIFE your Christmas gift this year and know that yours will be the present each member of the family will welcome, share and enjoy. It's a big gift (more than 10,000 exciting photographs) and it's a lasting gift (52 entertaining weekly issues throughout the year).

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—AND A HEALTHY EXTRA!



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Prepared and distributed by the
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cider, vinegars, and jellies

Church Builder CONTINUED



BENCHES for church are stained and polished by Morse, the preacher. He found these pews in abandoned church of nearby town, took them away and stored them temporarily in a friend's shed to keep them from being scratched.

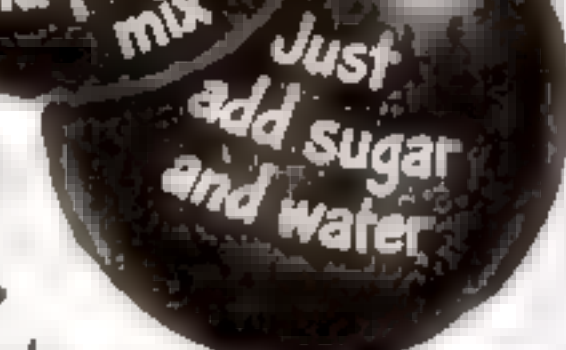
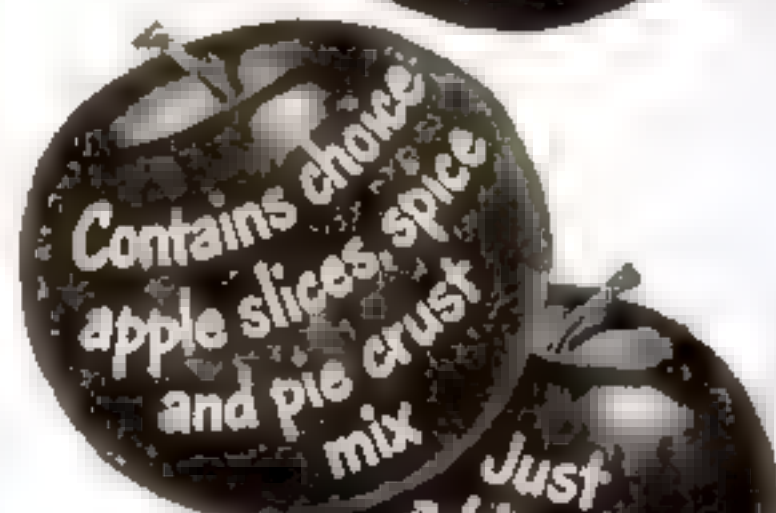


WINDOWS for the church were bought by Morse from a nearby junkyard for \$50. For years he has made a habit of picking up odd bits of broken stained glass which he can then piece together to repair such second-hand windows.



NEARLY FINISHED CHURCH is 62 feet long and 42 feet wide. Only a few people (above) come to worship in it, but Morse has built it large enough to hold 150, most of whom he hopes to draw from town when church is finished.

Apple pie...
14 minutes
from package
to oven



Betty Crocker says:

"Pour water on choice, fresh-flavored apple slices; roll out easy-to-handle pie crust mix. Add juicy filling to tender pastry and pop in oven!"

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Winter beauty frosted with Lace...

IN YOUR OWN DRESS SIZE

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Beautifully Textron-tailored... with a waist slim as an icicle, new, longer, fuller skirt.

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Come over on the
Sunny Brook
 side!



Enjoy the whiskey that's "Cheerful as its Name"

Here's my favorite after-dinner speech: Gentlemen, enjoy some OLD SUNNY BROOK with me!



This great whiskey makes a mighty tasty after-dinner drink—sparkling with rich Kentucky flavor...smooth and distinctive.



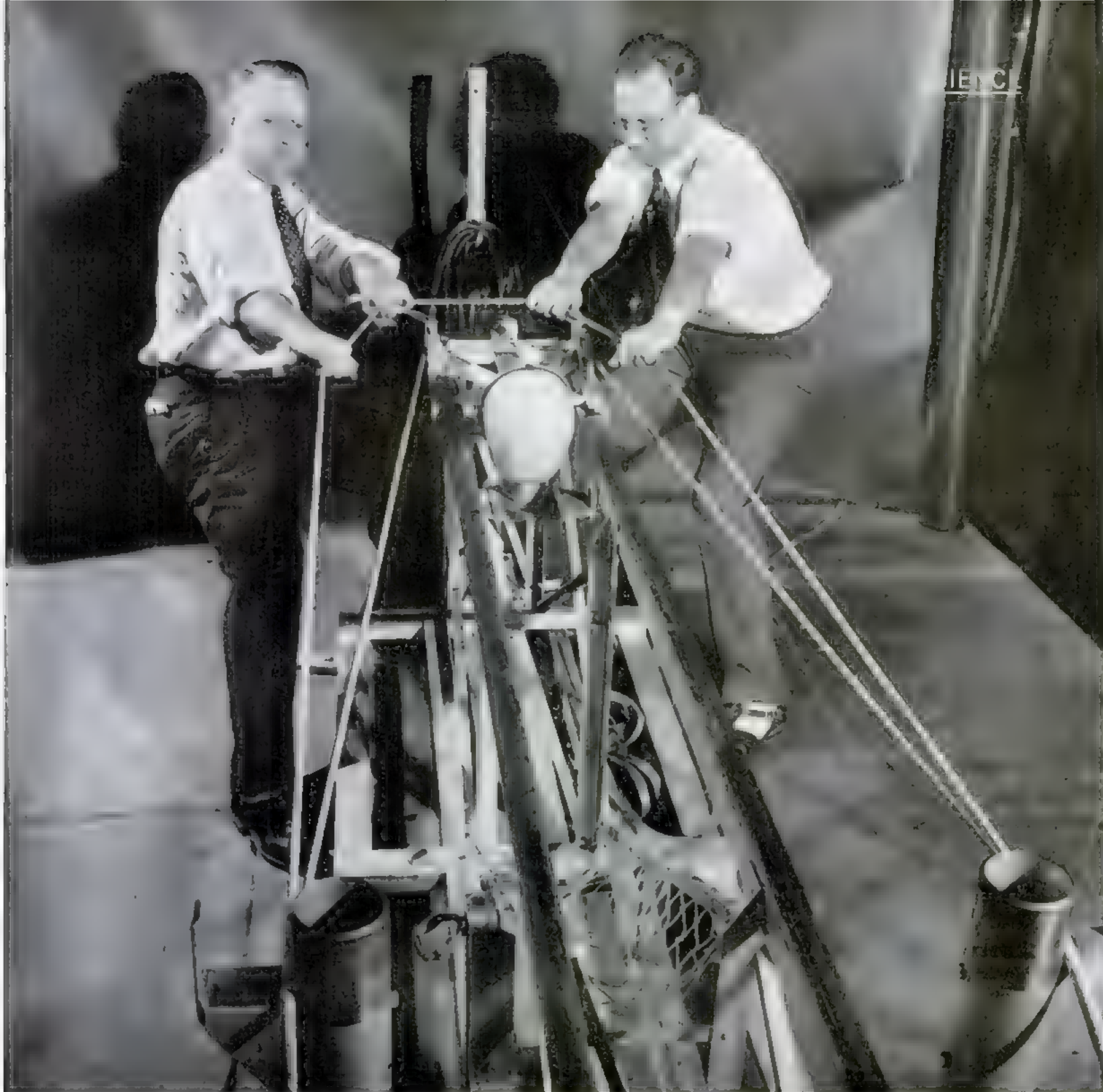
You bet! And I'm mighty thankful to you for inviting me over on "the Sunny Brook side"!



**KENTUCKY
 WHISKEY
 -A BLEND**



LOOK FOR
 THIS WATCHMAN
 ON EVERY BOTTLE



PULLING BACK ON CORDS ATTACHED TO POWERFUL SPRINGS, CORNELL RESEARCHERS COCK CATAPULT WHICH WILL HURL PLASTIC HEAD AGAINST STEEL PANEL

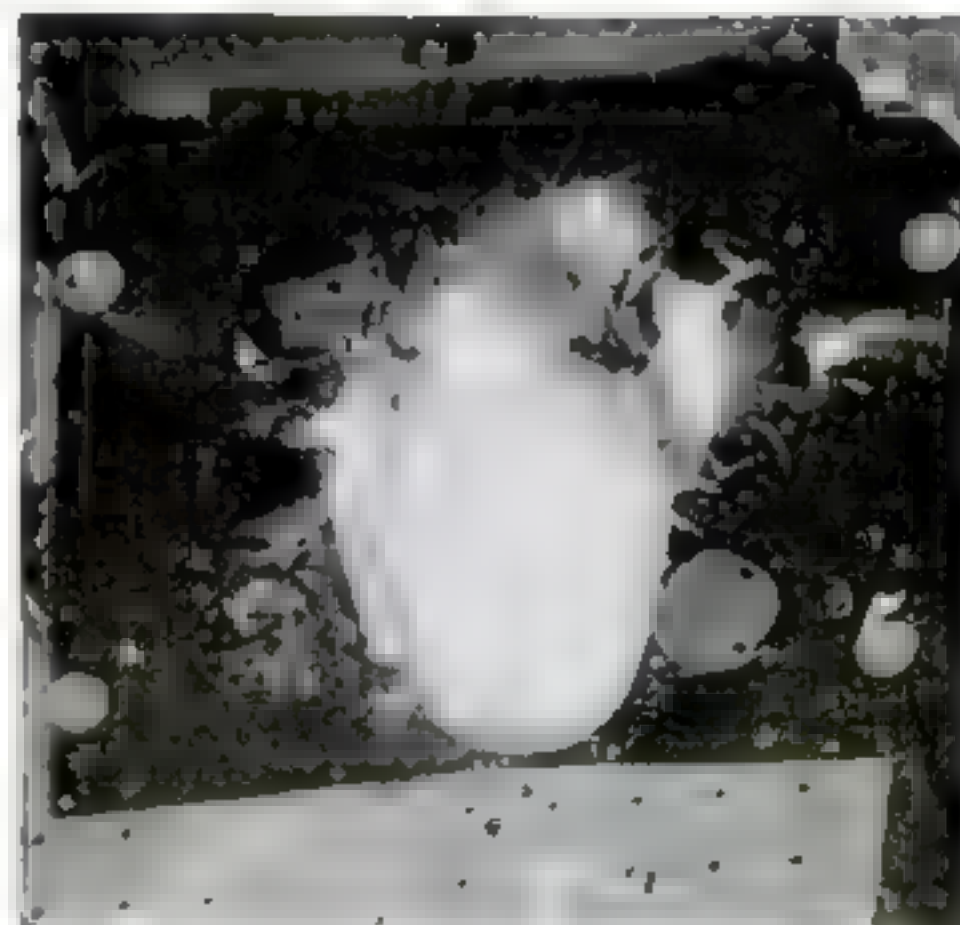
SKULL CRACKING

Tests show that plastic panels in planes can reduce fatal head injuries

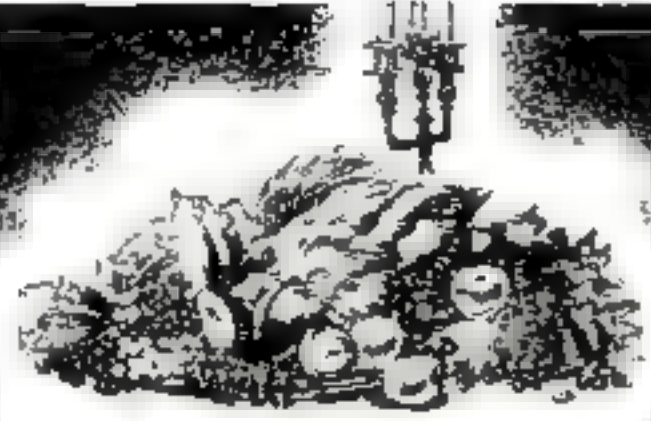
Using catapults like giant slingshots (*above*), scientists at Cornell University's Aeronautical Laboratory are currently engaged in hurling imitation human heads at a variety of steel and plastic targets. Sometimes the strange missiles survive the crash. Generally they do not (*right*). For though they are made of plastic and filled with semisolid gelatin in lieu of brains, the synthetic skulls resemble their human counterparts in one important respect: they shatter under approximately the same conditions and in the same way as living skulls. The purpose of Cornell's Navy-

sponsored tests is to find out how to redesign modern aircraft interiors so as to reduce the very large number of crash fatalities which result from head injuries.

The researchers have found that a skull can withstand an extraordinarily heavy blow if the surface it strikes gives way gradually. The best skull-saving panel devised so far is made of plastic foam covered with sheet aluminum. Strong as a thick slab of metal, the panel is yielding enough to give the pilot whose head strikes it a far better chance of walking away from his crashed plane.




STRIKING PANEL at a speed of 41 mph, the plastic skull shatters and spills out its gelatinous contents.



...18th Century Hospitality

included the blended Scotch Whisky of the **WHITE HORSE CELLAR**—as now, a mark of truly gracious living.



...20th Century Hospitality

at its finest, still includes **WHITE HORSE**—today enhanced and perfected from generation to generation. Grateful guests, and gracious hosts, know that the favorite whisky of any century is—



WHITE HORSE
BLENDED SCOTCH WHISKY

86 & Proof. Browne-Vintners Co., Inc.
New York, N. Y. Sole Distributors



CATAPULT FIRES plastic head at conventional airplane instrument panel. Double exposure shows head just after it leaves cradle and just upon impact.



TEST OBJECTS displayed by Project Director Edward Dye include human skull (for comparison only), egg, gelatin-filled skull and empty plastic heads.



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IN-n-OUTERS

NEW LEISURE SHOES FOR MEN

For indoor or outdoor wear!

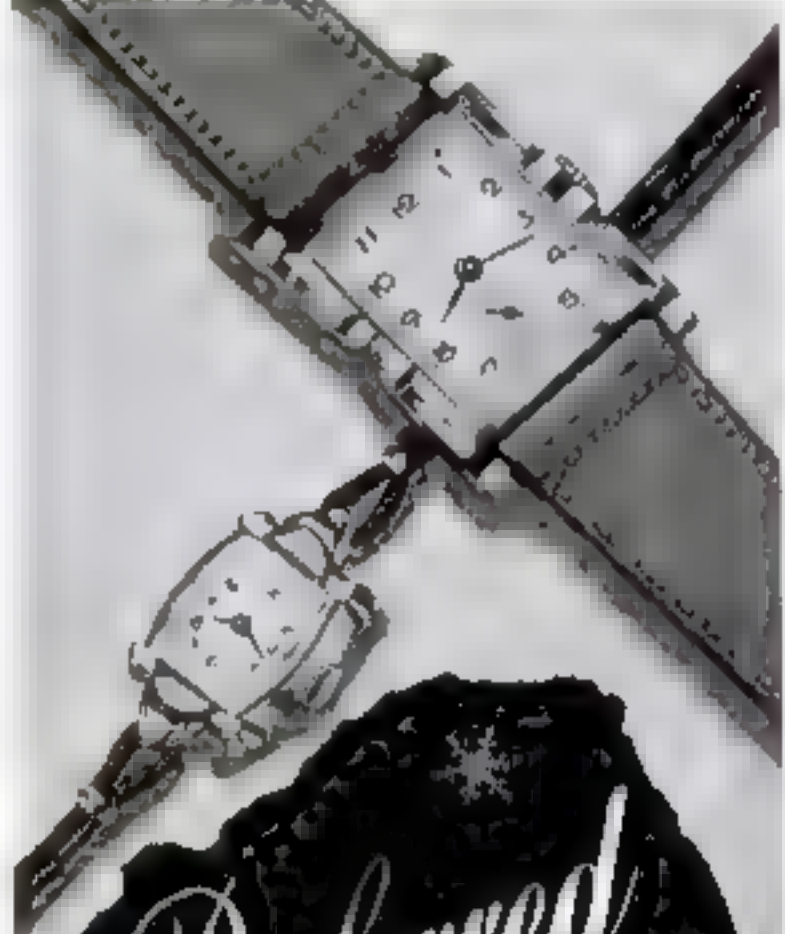
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Any man on your list will welcome a pair of Winthrop In-n-Outers... the secret to loasin' in luxury. Cushion-cork platform and crepe or leather sole.

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"may I ask just one question please?"

What do **YOU** want most when you travel?"

"Just about every one I've asked has a different answer to that question!

"If *your* reply is like any of the ones below, there's one sure way in which you can save quite a lot of money, and have a better time—on almost any out-of-town trip. *That's Greyhound.*

"And, if you have some other pet preference, when traveling, my guess is that Greyhound will come nearest meeting it, too—in Super-Coaches built for long-ride, all-weather travel ease.

"The best way is to phone, or call on your Greyhound agent, next time you plan a trip anywhere in America."



"Who, me? I want lots of schedules . . . and prompt arrivals . . ."

Then Greyhound's for you! There are many departures daily, timed at most convenient hours—and they will save you a lot of time.



"Everything's so high these days—I want to save money!"

Lady, you'll save real money on every Greyhound trip! Fares are lower than any other form of transportation—much less than driving your own car.



"I'm interested in getting home from school on week-ends."

Then go Greyhound! It serves hundreds of schools and colleges in all 48 states—very often stops right at campus gates.



"I like to see things . . . meet interesting people . . . have a good time."

It's truly more fun traveling Greyhound—you meet so many congenial people—see America's beauty spots close-up, by highway.



"I'm a salesman . . . I have to stop at all the little towns!"

Well sir, Greyhound's going your way! Its Super-Coaches serve all the big cities—stop at thousands of small towns and communities in between.



"I'm 'way past 50—just give me comfort, relaxation."

There's real riding ease in deeply-cushioned chairs that recline to any desired angle. Drivers are world-famous for safe operation, courtesy.

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the famous international
CORONET brandy...

the famous highball

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delicious with soda

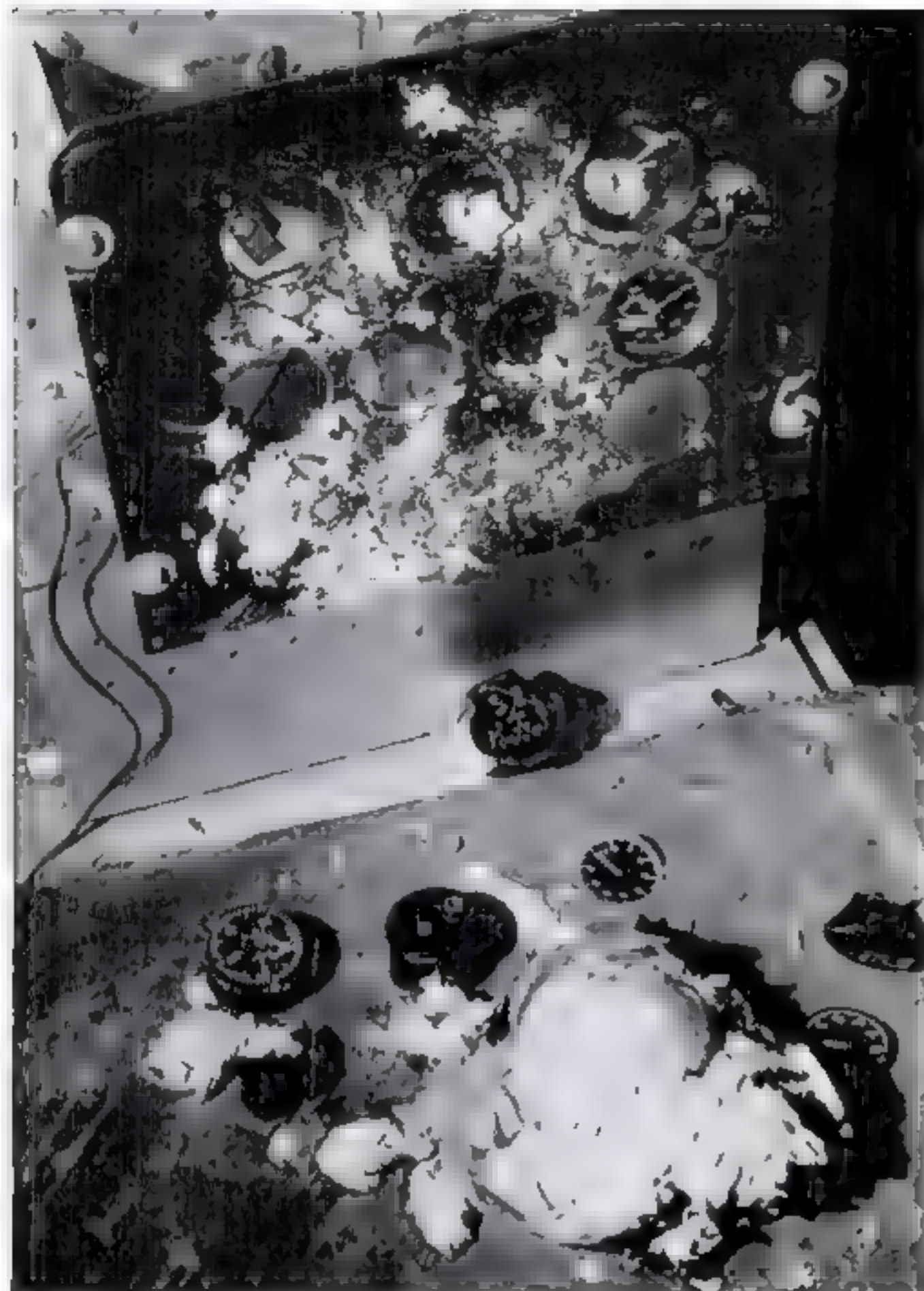
delicious with ginger ale

delicious with cola



Californian grape brandy, 84 proof. Schenley Distillers Corp., New York City

© 1968 SCHENLEY DISTILLERS CORP.



CONVENTIONAL PANEL, studded with instruments, fails to yield when hit by plastic skull, which bursts and splatters gelatin all over the hard surface.



PLASTIC PANEL covered by thin aluminum sheet gives under impact, and plastic head is left undamaged. Placing dials at sides gives additional safety.

CONTINUED ON NEXT PAGE

HOW TO *Remove Dandruff* COMPLETELY



1 APPLY FITCH directly from bottle onto the hair and scalp before any water is added. Massage well with hands, making sure shampoo reaches each part of the scalp.



2 ADD WATER gradually, continuing to massage. Remove the cleansing lather. Then continue to add water and massage until no more lather forms.



3 RINSE THOROUGHLY. Fitch Dandruff Remover Shampoo washes out quickly in plain water. No special after-rinse is needed. Set the hair and dry.



4 FINISHED HAIRSTYLE is soft, lovely and sparkling with natural highlights. Hair is free of all dandruff and easy to manage.

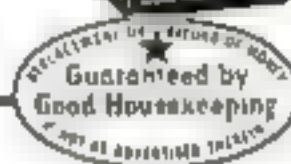
FITCH DANDRUFF REMOVER SHAMPOO REMOVES ALL DANDRUFF . . . both the loose, flaky kind other people see, and the invisible, irritating kind you feel. It's the **ONLY** shampoo made with insurance company guarantee to remove dandruff on the first application. Enjoy sparkling hair that's free of dandruff. Have professional applications or buy economical Fitch at drug counters.

FOR THE MEN in your family, get Fitch Ideal Hair Tonic. It loosens up tight scalp . . . relieves itching and loose dandruff. Not sticky or greasy. Just a few drops of Fitch's Ideal daily insures that well-groomed look.

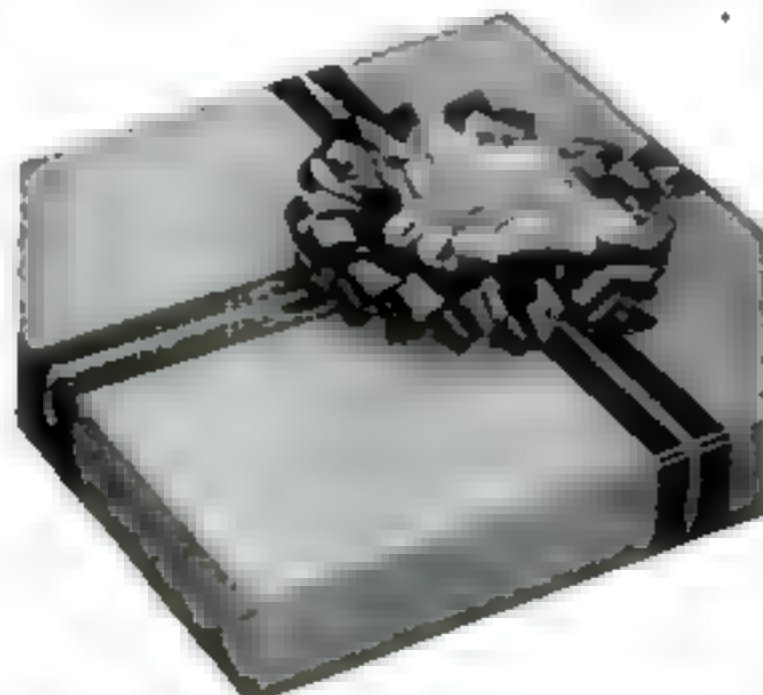


Fitch

DANDRUFF REMOVER SHAMPOO



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exquisite packages



BEAU TYE Ribbons of fabric, cellophane or metallics are especially created to make your gift packages glamorous!

Easy to tie and economical to use, they are available at the better chain, department stores and gift shops.

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BRAS . . . NO bra fits and flatters like the Stardust Bra . . . moulds without a wrinkle or bulge in any size. Uplifts and separates. Compare its workmanship, its quality, its value! Who else guarantees a bra for one whole year's wear? Rayon satin regular or plunging neckline styles, \$1.25. Longline model, \$1.98.

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Star of "THE TIME OF YOUR LIFE"
a William Cagney production
released through United Artists

**"RC
tastes best!"**



"I thought all colas were the same till I took the cola taste-test recently!"



"I tasted leading colas in paper cups—one was far better: Royal Crown Cola!"



"The taste-test convinced me! From that day on, I've always served RC at home!"



Note: Only RC gives you all 3:
(1) Cool refreshment.
(2) Two full glasses.
(3) Best by taste-test flavor.

Skull Cracking CONTINUED



EGG BOUNCES when dropped from a height of 20 feet onto sheet of sponge rubber, another material being tested at Cornell for possible use in instrument panels. The egg, which reacts to sudden impact in much the same way as a human skull, is shown in this multiple-exposure photograph as it leaves the hand of Project Director Dye, drops to the rubber mat and bounces harmlessly. Without the mat to protect it a fall of one foot would have broken the egg.

Welsh



DELIGHTED CHILDREN DISCOVER

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EXACTLY LIKE THE
FAMOUS WELSH
CARRIAGE FOR
REAL BABIES!

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Mother! SEND DATE OF YOUR BABY'S BIRTH
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LUXURIOUS LOUNGE CHAIR WITH OTTOMAN, in rich long-wearing frieze, in 9 colors

SMART MODERN CHAIR, shown below in dramatic decorative tapes, in 5 colors



What more welcome purchase could you make than the deep-down comfort and relaxation of a Kroehler *Cushionized* chair? So beautiful, too—they enrich any room with gracious charm.

Like all Kroehler Furniture, they have the exclusive Kroehler *Cushionized Construction*—a scientific development of 33 years of manufacturing experience. Double layers of resilient springs, generously padded with soft long-fiber cotton, are but two exclusive *Cushionized* features which relax you and give added years of service. There is no twine to break, no loose filling to creep and lump. No furniture like it in the world!



GRACEFUL CHANNEL BACK CHAIR, in sunning biocellulose in 5 colors

Look at the three beautiful chair styles, shown here—there are many more at your Authorized Kroehler Dealer.

KROEHLER

(Say KRAY-LEH)

Furniture

We'd's
Largest Furniture
Manufacturers

*Reg. U. S. Pat. Off.

The smoothest spread to put on bread



WANT TO SAVE MONEY and still keep your family happily fed? Then margarine can help you in important ways.

Buy margarine, and there's more money left for other foods so necessary for well-balanced meals.

Spread margarine, and you spread good nutrition—fine flavor, too.

Highly digestible, highly nutritious, and liberally fortified with Vitamin A. No wonder more and more people prefer margarine—the smoothest spread to put on bread.

THIS PAGE IS YELLOW so you will again ask yourself, 'Why can't I get margarine ready-colored yellow the way I want it?' In fact, this yellow color is to remind you that horse-and-buggy legislation dating back to 1886, through heavy taxation and license fees, restricts the sale of margarine colored by the manufacturer. No other important American food is so penalized and discriminated against!

Nutritious **Margarine**

NATIONAL ASSOCIATION OF

MARGARINE MANUFACTURERS
Munsey Building, Washington 4, D.C.

Evelyn Peterson Goes Home

A New York chorine finds Texas more attractive than a tawdry career dodging tired businessmen

Several months ago, while recording the antics of the chorus line at New York's Copacabana nightclub, a LIFE photographer took a picture of pretty Evelyn Peterson (right). Later she stopped the photographer. "Look," she said hesitantly, "you don't really want my picture in that story. By the time it comes out I'll be back in Texas." Evelyn's reasons for leaving were pungent and realistic. She hated, among other things, the loneliness, city dirt, the noise, the absence of fresh air, the exasperating shortage of young men nice enough "just to take me out to the movies or go bowling."

Evelyn left a fairly comfortable middle-class home in San Antonio the day after Christmas 1945 with \$20, an invitation to live with a girl friend in Manhattan while she looked for a job and a stomach still stuffed with a huge Christmas dinner prepared by her mother. Said Evelyn, "I thought it might be my last big meal in a long time." It was. She arrived in New York on a bitter snowy morning wearing a skimpy three-piece suit and open-toed sandals ("They would have been fine for Texas"). Disillusionment began to set in quickly. No one met her at the airport. A cab driver ("Such profanity") finally dumped her out at her friend's drab cold-water flat. Third Avenue looked discouraging ("It was real dirty"). Roaring elevated trains and even the clicking of a door buzzer terrified her. Jobless for months, Evelyn spent much of her time going to the movies or just sitting around Grand Central Station writing letters home "with the tears streaming down my face." Then she won a Coney Island beauty contest—as Miss Modern Venus of 1946. This distinction got her work modeling for detective magazines ("They had me posing around with corpses"), deodorant ads ("I was usually the rejected girl"), soap ads ("I always wore panties in the bubble bath pictures") and a now-regretted ad for a "girlie" magazine "where they taped up your bust to make you look more bosomy." At last she landed a job in the Copacabana chorus. She hoped this might lead to a Broadway show and eventually to Hollywood. For Evelyn it never did. After four months of fending off cigar-laden, middle-aged, out-of-town buyers, assorted wise guys and free-handed "young society kids," and putting up with the crowded dressing rooms, long working hours and practically no fresh air, Evelyn decided to call it quits. On a recent bright morning, happier than she had been in three years, Evelyn took off for Texas.



IN COPA CHORUS EVELYN PETERSON DID HER MOST STRENUOUS WORK: A HIGH KICK



IN DRESSING ROOM Evelyn had to change quickly for each turn. Many admirers asked her to 4 a.m. breakfasts. Her stock reply, "I'm busy."



IN HOTEL ROOM which she shared with another Copacabana girl Evelyn made friends with the maid, Mary Finan, who often shared coffee with her and offered the lonely girl motherly advice.



AT AIRPORT going home Evelyn told Rosalie Coleman and Wendy Bartlett, "I'm glad to leave the wolf pack." Rosalie joked, "Turn them on me."



NEARING SAN ANTONIO AIRPORT AND HOME, EVELYN NERVOUSLY BITES HER FINGERS

Evelyn Peterson CONTINUED

SHE FINDS HOME IS WONDERFUL

Evelyn's homecoming was affectionate but undramatic. When the airport greetings, involving Mother Peterson (a hardworking divorcee), Sister Betty Fay, a nephew, several cousins and an old beau, Needham Ussery, were over, everybody set off for the Peterson home. There Evelyn excitedly began rediscovering all the things she had missed in New York—a bedroom she would not have to share, the solid satisfaction of a vast Texas dinner, the kindly interested questions of friends and neighbors, breakfast in bed. The local papers reported the return of "San Antonio's contribution to Broadway" and managed inevitably to make Evelyn's New York career sound far more spectacular than it was. It took Evelyn several weeks to visit all her relatives but hardly any time at all to rediscover the Army's nearby Randolph Field and start dating, in addition to old beau Ussery, "a couple of mighty nice li'l ole officers." When Evelyn also announced that she "might round up a rancher and raise a lot of little cattle," it began to look as though she had really settled back to normal.



HIGH-SCHOOL BOYFRIEND Needham Ussery greets Evelyn at the airport with a hug. They spent much of the following afternoon in the Peterson backyard shelling peas.



IN HER OWN ROOM AGAIN Evelyn is happily surprised to find everything as she left it, including snapshots and the stuffed horse on the bed, a present from her mother.



NEXT MORNING Evelyn is served breakfast in bed by her mother. Mrs. Peterson, a sale-lady, said she used to lie awake nights "praying nothing would happen to Evelyn."

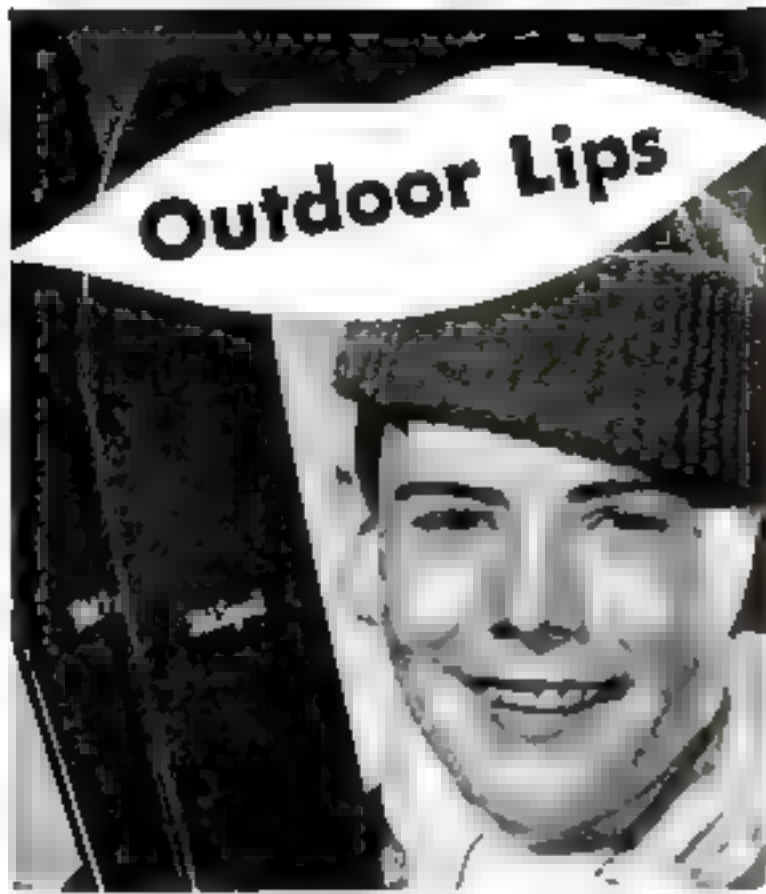


ANSWERING THE RINGS of young neighbors, Evelyn tries to hide her dishabille. "Don't bother hiding," said her mother. "That's as much as you ever wore at the Copal!"



HAPPY AND BAREFOOTED, Evelyn answers a steady stream of phone calls from her friends, most of whom wanted to know what her life was like in the big city and the

nightclub. "I'm so glad to be away from that smoky cellar," Evelyn told them. Then she began making the rounds of all her relatives. "This," said Evelyn, "is my kind of life!"



For young and old there's nothing like 'CHAP STICK' for lips chapped and cracked by wintry weather. 'CHAP STICK'—Specially Medicated—Extra Soothing



Chapped lips should not be neglected. Use famous 'CHAP STICK' at the first sign of lip chap. Specially medicated, extra soothing. 'CHAP STICK'—more lasting in results



"Stranger—wherever you're heading take 'CHAP STICK' with you." When changes of altitude and climate make lips parched and sore—use 'CHAP STICK'. 'CHAP STICK' for parched, sore lips

Make it a family custom to buy a personal 'CHAP STICK' for everyone in the house. And no substitute, thank you. It must be 'CHAP STICK' because it's specially medicated, specially soothing, and the only antiseptic lip balm. That's why 'CHAP STICK' is preferred by millions in every walk of life. Take 'CHAP STICK' with you wherever you go. It keeps lips fit.



STRIPTease ROUTINE she did at Copa (above) is now a funny memory for Evelyn, who was "always afraid I'd forget my tights." Evelyn never forgot, but once as girls stripped, an intoxicated woman in the audience cried, "Oh God, no! Stop!" That was one time Evelyn could laugh naturally. Usually, to look as if she were smiling, she would "just grit my teeth and say 'Cheese.'"



PAIN

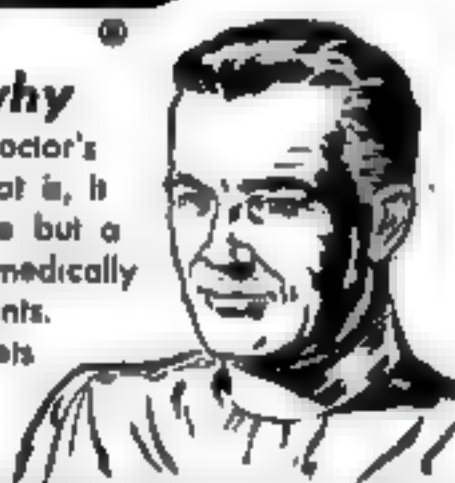
of headache, neuritis and neuralgia

RELIEVED

incredibly fast the way thousands of physicians and dentists recommend—

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Here's why Anacin is like a doctor's prescription. That is, it contains not one but a combination of medically proved ingredients. Get Anacin Tablets today.



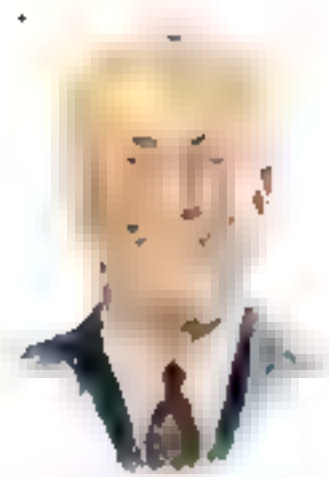
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THE DELUXE QUALITY GIVES A FAST, HIGHEST GLOSS SHINE

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POPULAR COLORS FOR ALL SMOOTH LEATHERS





'You can't keep a good man down ... he makes it his business to go by Flagship

By Flagship you can make more trips with less time away from your office . .
and on every trip you'll get there sooner and get more done. These time-saving advantages
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WHEREVER THERE'S FUN!

fresh up with Seven-Up!

**AT HOME OR AWAY—
BE A "FRESH UP" FAMILY!**

When the band strikes up at a football victory dance, you can be sure that 7-Up will be in attendance. For cheerful 7-Up adds to the fun of the younger set as well as the parents in the chaperone line . . . just as it does when they're at home.

So, whether you're at home or away, let sparkling 7-Up play its part in your activities. With the first lively sip you "fresh up" — see why 7-Up is the *all-family* drink. Buy a case for your family where you see those bright 7-Up signs.



YOU LIKE IT  IT LIKES YOU!

Copyright 1946 by The Seven-Up Company

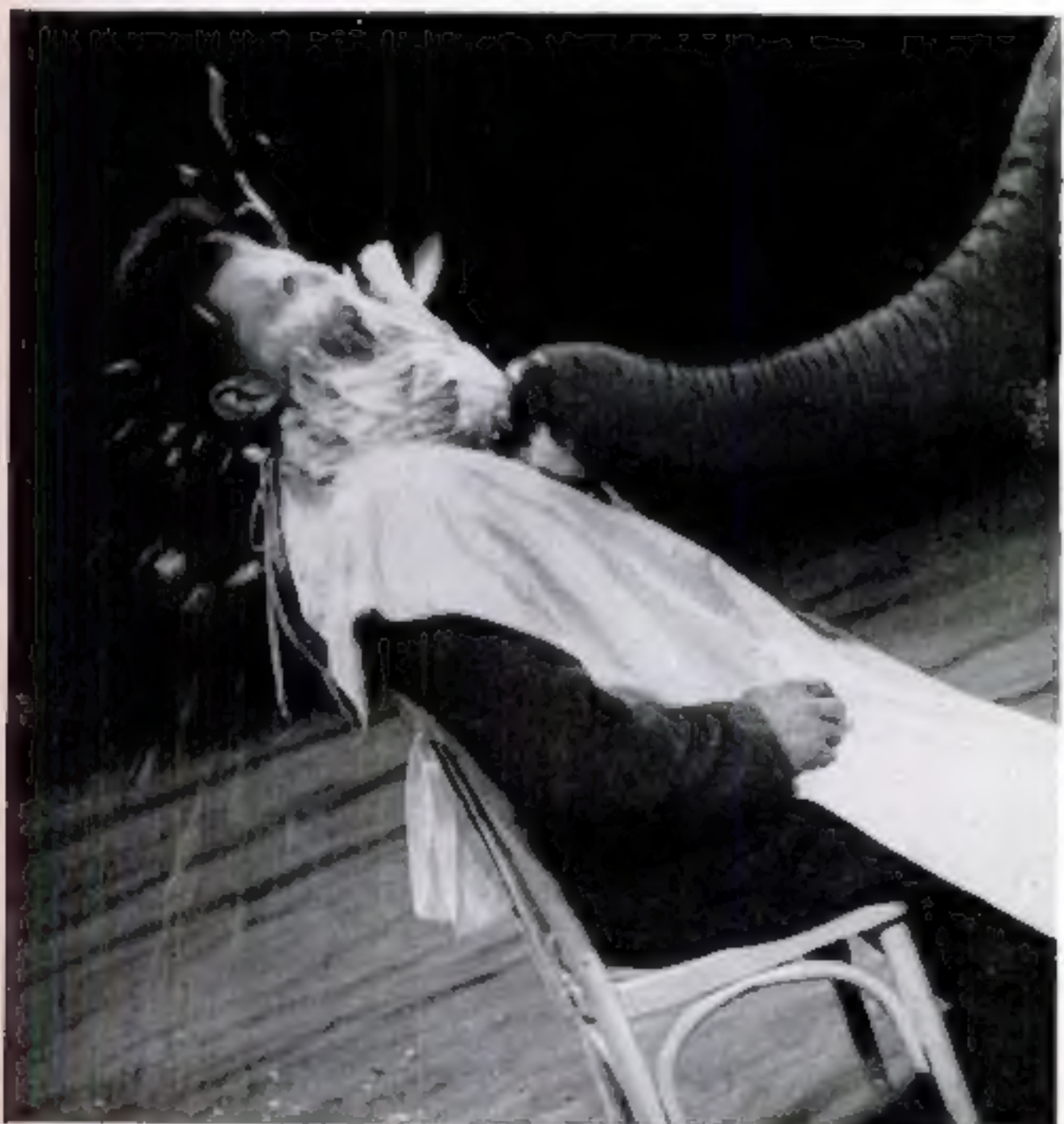


ACT BEGINS WITH ELEPHANT MIXING A LARGE POT OF FOAMING LATHER

JUMBO THE BARBER

Elephant will shave anyone absolutely free of charge

The prospect of a man shaving an elephant, although sufficiently bizarre, is not altogether new; circus performers have been elaborately scraping the hides of pachyderms for years. It remained for an enterprising Paris circus this year to capitalize on a comparatively new twist—the elephant, using oversize equipment, shaves the man. After each performance the elephant's services are obligingly offered free to any member of the audience who needs a shave. There are rarely any takers.

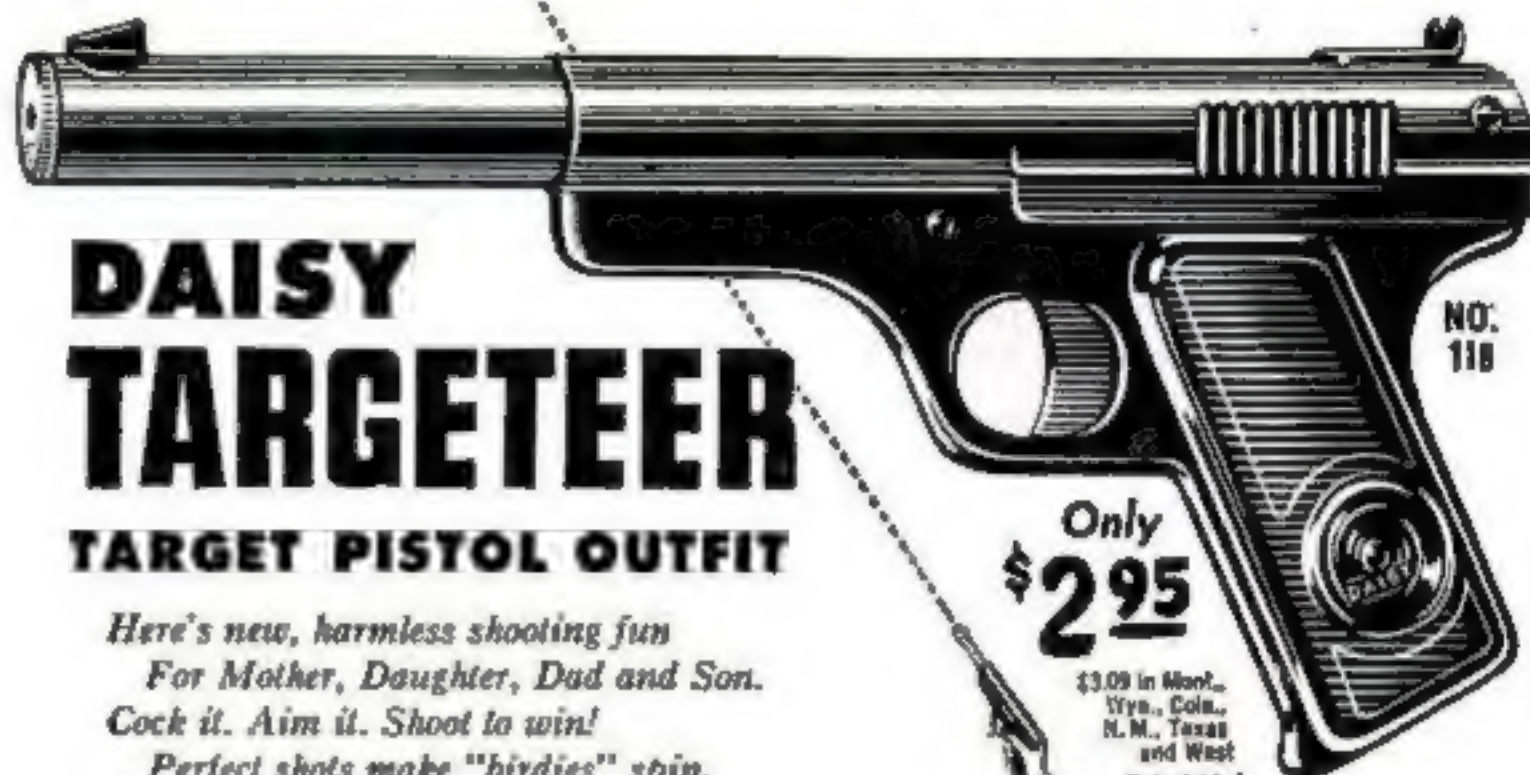


LATHERING COMMENCES in a hearty fashion with the subject reeling slightly under the attack as the elephant very deftly delivers a faceful of suds.

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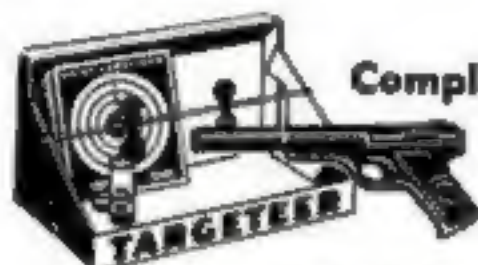
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"FUN GUN"
FOR THE
WHOLE FAMILY**



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TARGETEER
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For Mother, Daughter, Dad and Son.
Cock it. Aim it. Shoot to win!
Perfect shots make "birdies" spin.
There's nothing like the Targeteer
For indoor party fun all year.*

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Complete Set Only \$2.95



Complete Set includes:

TARGETEER
—famous, low velocity, blued steel air pistol
—big, balanced and very accurate at short range; 500 rounds special .118 calibre ammunition (tiny "B-Bs"); 2 metal spinning "birdie" targets; target cards; backstop.



DAISY MANUFACTURING CO., 2568 UNION ST., PLYMOUTH, MICH., U. S. A.



There Is Something Wonderful
About Chips
Sizes 4 to 12

SNOW SUITS

The gaily designed, strongly put-together, warm and colorful Snow Outfits bearing the famous Chips label will take to snow and cold like a Polar bear. The sporty brushed wool jacket with matching ski-cap and corduroy slacks with inside anklet is only \$16.95. The hooded plaid wool jacket is reversible with wool melton with ski-pants fitted with knee protectors, \$16.95. Detailed for comfort—knitted anklets, knitted wristlets and zippers.

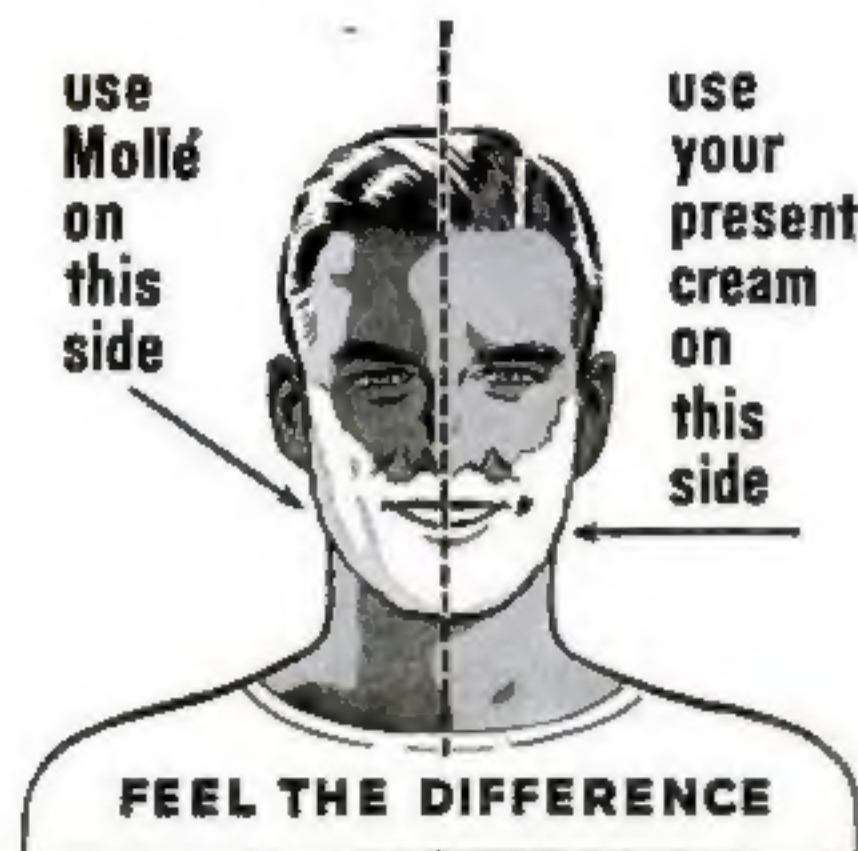
At notable stores everywhere.

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D. SCHWARTZ & CO., INC.
1107 BROADWAY, NEW YORK



"WEEK-END TEST" proves: Cleaner, more soothing shaves!



Don't just guess what gives you the best shave—make this Mollé "Week-end Test."

1. Let your beard grow during the week end.
2. Monday morning, when your whiskers are at their longest and toughest, put your present cream on half your face.
3. Put Mollé, the heavier brushless cream, on the other half of your face. Spread it thin!
4. Go over your face JUST ONCE with your razor... and feel the difference.

Double your money back...



...if Mollé does not give you the best shave you ever had in your life. Get a tube today.

If this test does not convince you, just mail us back the Mollé tube. Address, Box 49, New York 8, N. Y.

THE HEAVIER BRUSHLESS CREAM

Stars on Christmas Morning

FROM THE RUMPP GIFT CARAVAN

Prepare for exclamations of surprised delight when these sleek Rumpp wallets are lifted out of their wrappings. Rich, sparkling leathers and skilled hand craftsmanship blend to produce these wallets of exceptional beauty and long life. Illustrated:

Man's "Streamliner"—one-piece construction, removable pass case, \$6.50*.

Lady's Wallet with change purse and removable pass case, \$5.00*.

Assorted Colors. Many others in the Rumpp Gift Caravan in leading stores.

*Plus Tax



C. F. Rumpp & Sons,
Phila. 6, Pa.

Jumbo the Barber CONTINUED



SHAVING BEHIND THE EARS is the most difficult part of the act. Over some of the smaller surfaces like this the elephant occasionally needs assistance.



THOROUGH DOUSING with eau de cologne is necessary after the elephant has completed the task of shaving. For extra daintiness Jumbo wears an apron.



VIGOROUS DUSTING with talcum powder is final stage of the operation. A shave like this is apt to leave the victim immaculate but somewhat battered.



*Have you
Tasted
Three Feathers
Lately?*

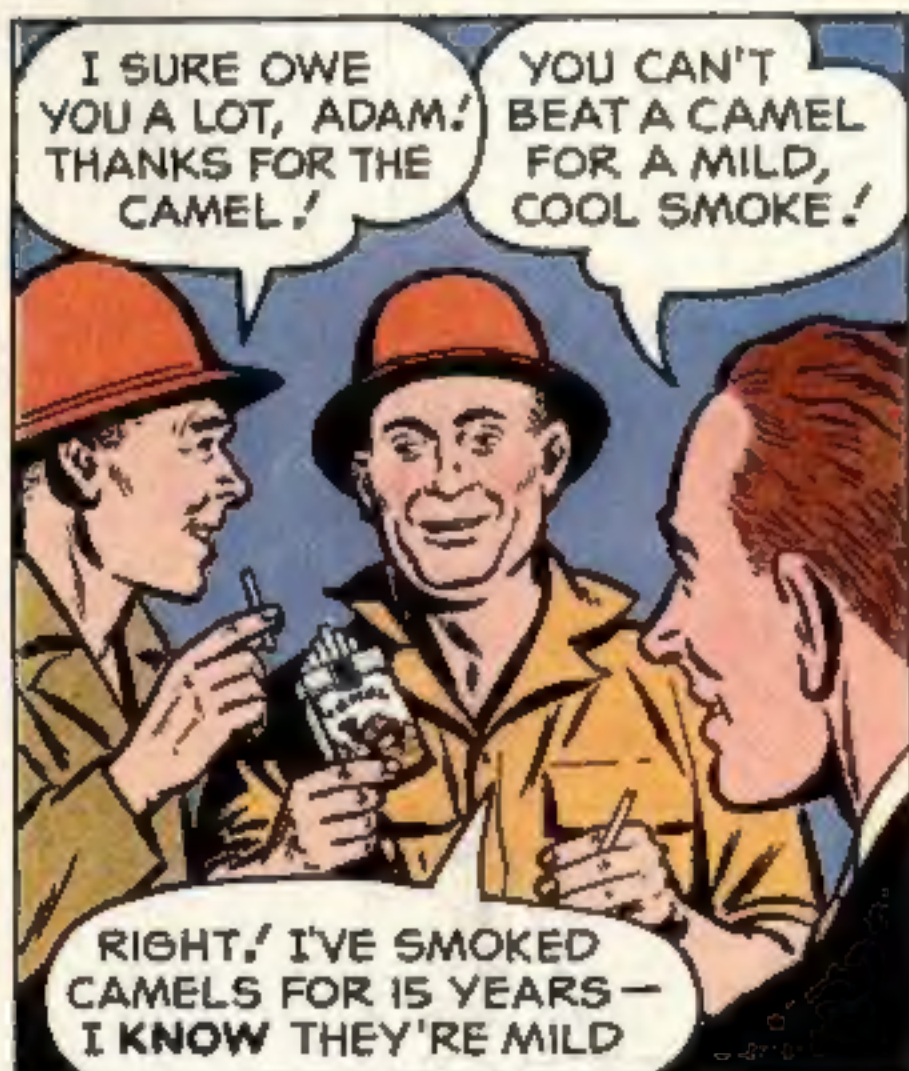
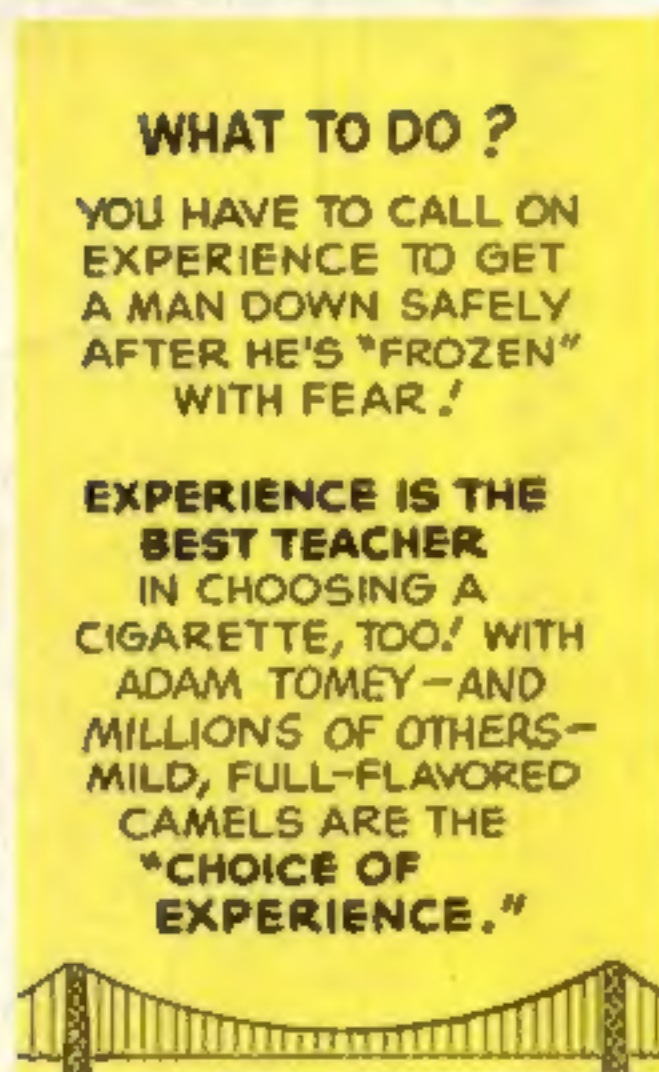
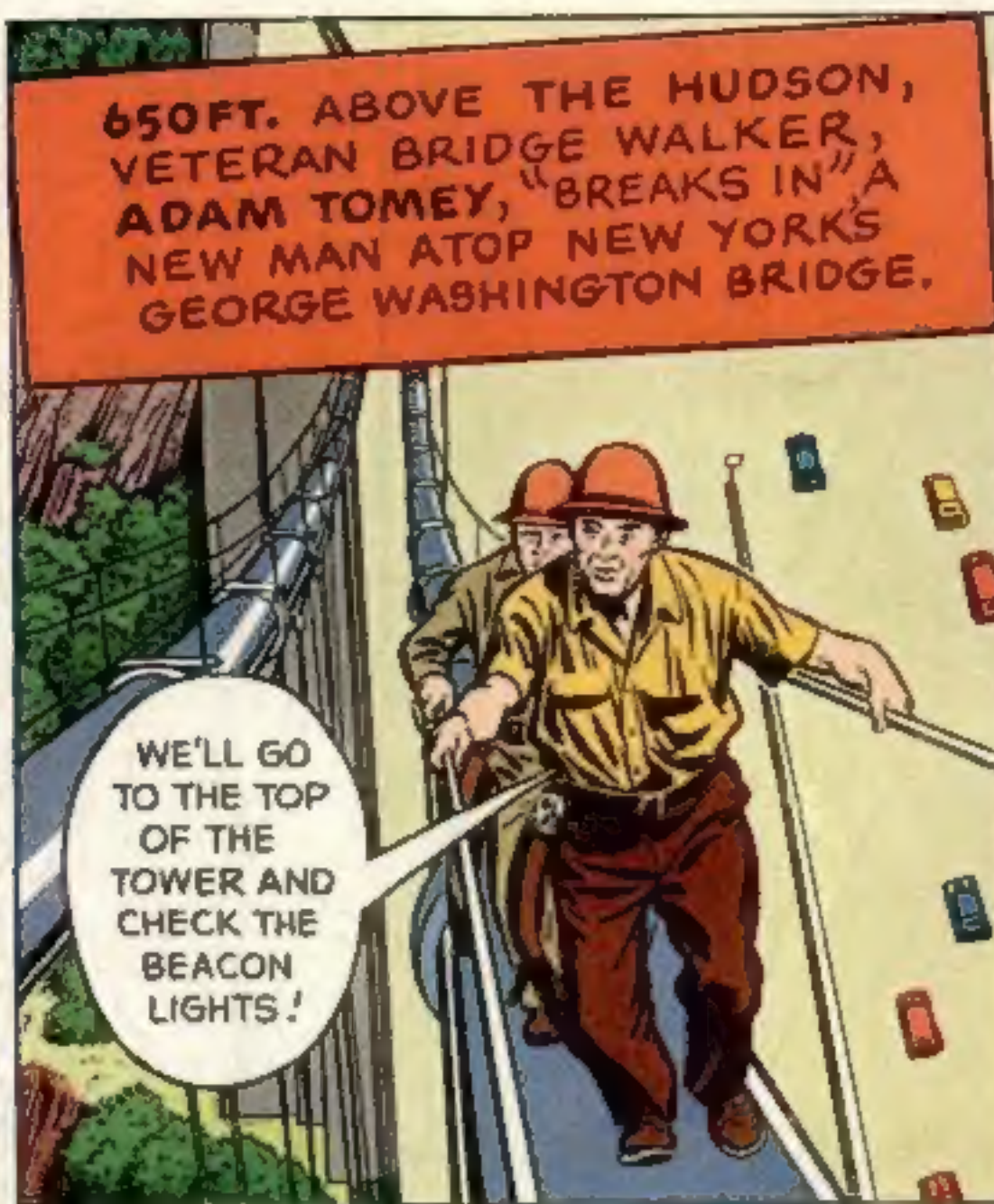
- 1. NEW RICHNESS**—due to fine aged whiskies that have gathered goodness for 5, 6, and 7 years, blended to a . . .
- 2. NEW SMOOTHNESS**—with choice grain neutral spirits distilled for lightness and pre-softened for smooth and genial blending.
- 3. NEW VALUE**—yes, a new value in excellence from superb whiskies and grain neutral spirits blended by America's most famed blender.



THREE FEATHERS

One Taste is Worth a Thousand Words

Rare Blended Whiskey, 86 proof. The straight whiskies in this product are 5 years or more old. 12% whiskey 5 years old; 20% whiskey 6 years old; 3% whiskey 7 years old; 65% grain neutral spirits. Three Feathers Distributors, Inc., New York, N. Y.



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**T for Taste...
T for Throat...**

That's your proving ground for any cigarette. See if Camels don't suit your "T-Zone" to a "T."



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**MORE DOCTORS SMOKE CAMELS
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